



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Do double  
duty

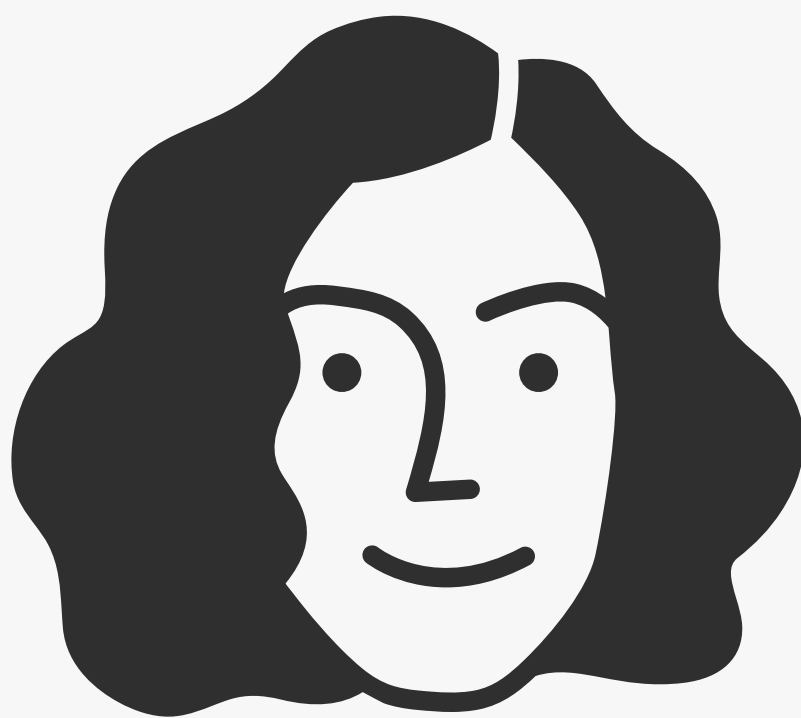
Maximize  
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Website  
icons

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media  
profiles and  
banners

QR code  
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Product  
packaging

Slogan  
Helps

Address  
necessary  
location



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)