



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?



Where should I start?

May be this isn't the best?

Which model is best?

What brand do you like?

It gives a good performance?

What do you like?

What is best for me?

It's better than Android?

I want something reliable?

I was expecting something different?

It's too much cost?



Jordy  
Coustomer

Asks friends

Lists pros/cons

Fear

Inadequate

More research

Make small decesions

Excited

Satisfaction

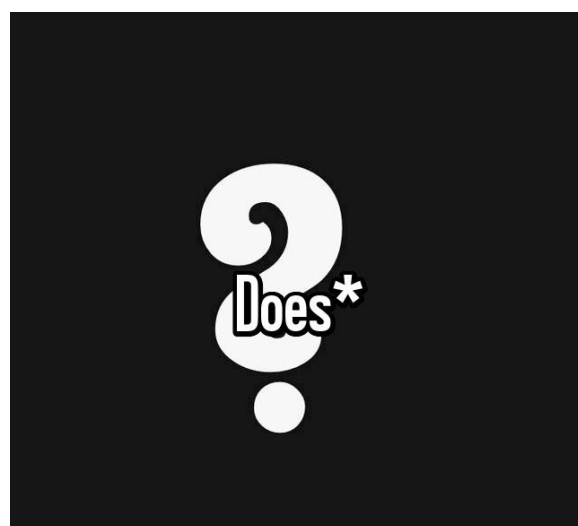
Observes In store

Anxious



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?

