

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?



"Fashion
Heaven has
the trendiest
clothes."

"I hope the prices are reasonable."

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Anxious about overspending.

Shops online frequently for clothes.



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



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



