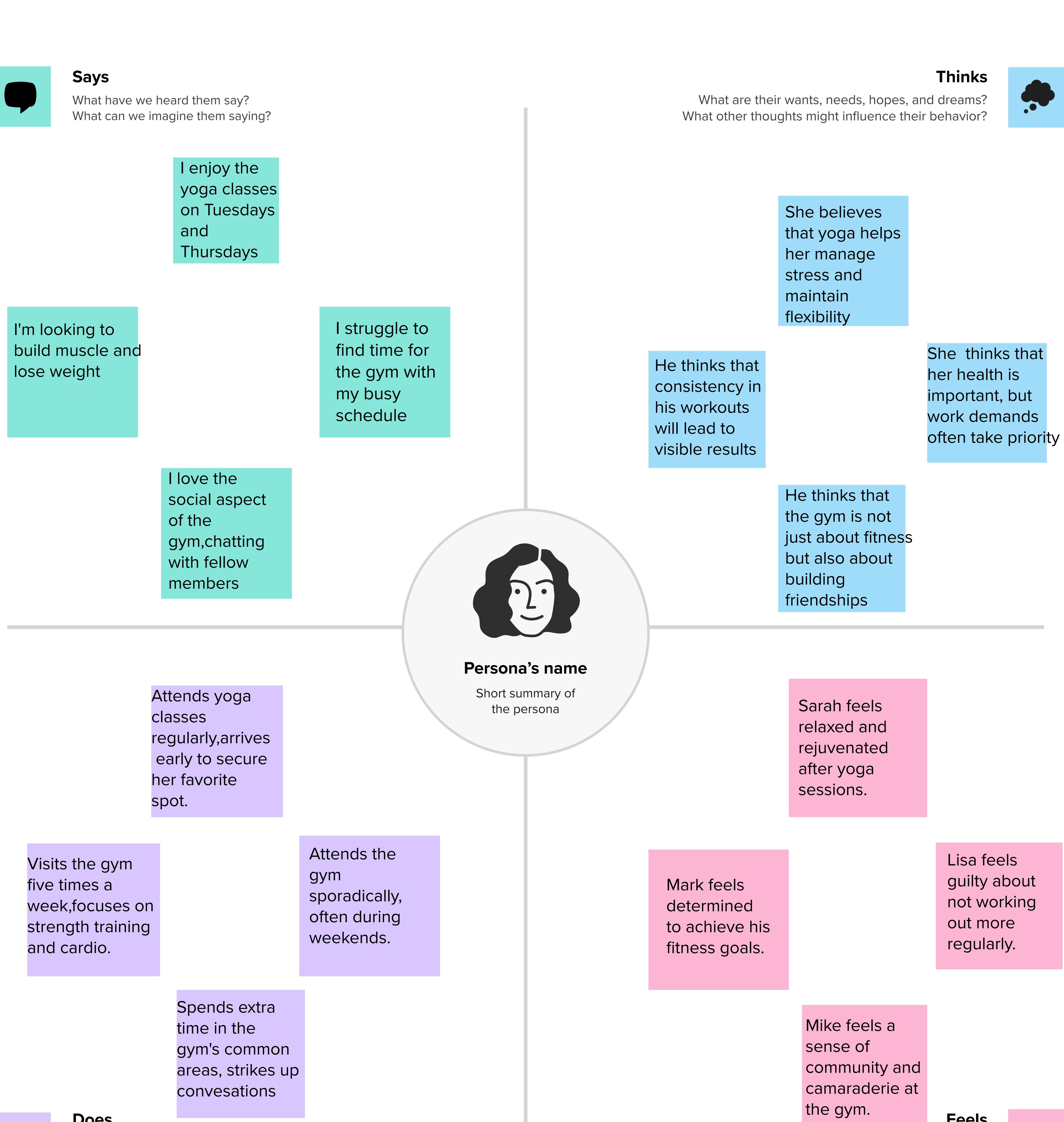
I'm looking to lose weight

Does

What behavior have we observed?

What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?