



Says

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



Thinks

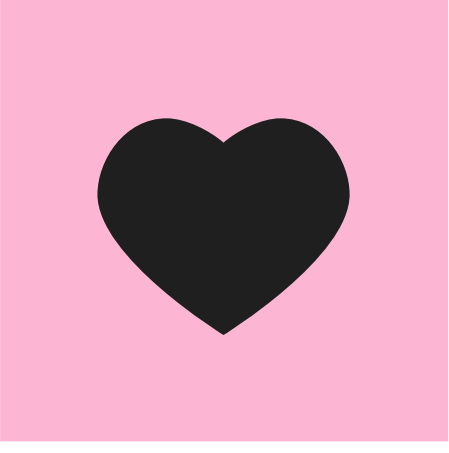
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

is that
shows good
in look

is it worth
for this cost

the feels
proud when
they wear
our product

they have a
small
happiness
inside



Feels

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



Does

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

is it perfect
for me?

wow its
awesom

they touch
the product
to check the
quality

they note
the detailing
of product

