



**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?

i want  
something  
awesome

what do  
you think?

what size  
is best

what is  
best for  
me

why is this  
so hard?



more  
research

make small  
decisions

excited

ask  
friends

fear

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?