



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

i was
expecting
something
different

i want
something
reliables

/where
should i
start?

concerned about
apperance dresses
stylish by & spend
times on hair
makeup,tanning etc

make small
decisin

observe in
store



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



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

what is best
for me?

I want
something
awesome

Too many
acronyma

fear

Anxious

inadequate



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