

## Says

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

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

i think i"ll

this

eat more of



**Thinks** 

i want thisdessert tolast for along time

i dont likefor addingthe food

this brand should be available everywhere

keerthi sweets

maybe this isn't the best

i feel like

eating

more

i wantsomethingawesome

adding incredients let the check

ompare the other other brands

research the brand

sweet is not good for health

i feelalwaysneed forsweet

Does

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?

Feels

