



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?



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?

BUSINESS EXPECTATIONS

Type your paragraph...

I want to be able to work more quickly...

How does this compare to similar products i've used?

That was easy!...

I really like that feature...

i this really worth it?

This pop up was distracting..

saves work and shares with others

Makes decisions

Exicted

Confused

Focused