



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?

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

That was
easy!...

I really like
that feature...

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

i this really
worth it?

This pop up
was
distracting..

BUSINESS
EXPECTATIONS
Type your paragraph...

saves work
and shares
with others

Makes
decisions

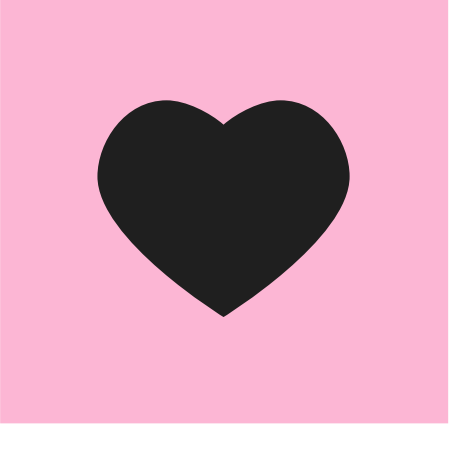
Exicted

Confused

Focused



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?