




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?



Saran Subii
Books for
Fashion
Heaven



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?

- What do you think?
- I was expecting something different
- i want something reliable
- What size is best?
- Where should i start?
- What brand do you like?

says

SAYS

- Why is this so hard?
- Do they think i'm stupid?
- What is best for me?
- Too many acronyms
- Maybe this isn't the best
- I want something awesome
- Wasting too much time?
- What else am I missing?

THINK
EDUCATION

THINKS

- Checks the website
- Lists pros/cons
- Compares products
- Asks friends
- Observes in store
- Postpones big decisions
- Makes small decisions
- More research



DOES

- Fear
- Inadequate
- Anxious
- Usure who to trust
- Excited
- Overwhelmed

feels

FEELS