



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?

Want a reliable thinks to decorate kitchen

Can't decide on a idea to decorate a room

What is best item to decorate pooja room ?

Likes the brands..Mercedes,Teslas,and BMW's

Needs a decorated items that's eco friendly

Am I overthinking this?



Frustrated. Prices are challenging, can't choose a car to go with

i value good design

Make small decision

They identify and responent to design opportunities

Confused. Friends have different opinions

Being relaxed



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?