



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?

lan

1

lan

2

Housing  
lan

factctory  
lan



Metropolitan area

metropolitan  
areas have  
become key  
economic and  
political regions.

lan

3

lan

4

school  
lan

college  
lan



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?

 [See an example](#)