



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 expected something different

Why is this so hard?

what do you think?

I want something reliable

what is best for me?

what else am i missing?

Keerthi Sweets

More research

Makes small decisions

excited

Observes In store

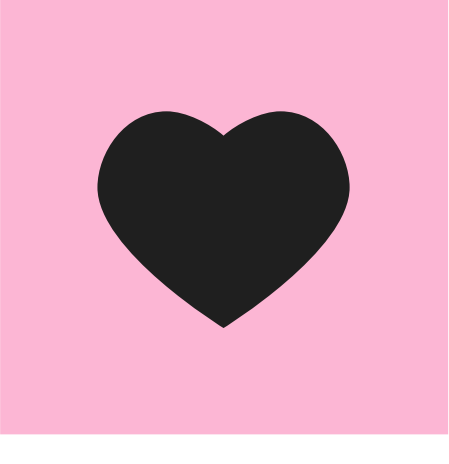
Anxious

Fear



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?