



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?



Tharani

Vegan milk product



I feel good
when I know
I'm not
hurting
animals

Vegan milk
Is healthier

I want to
save the
planet

It doesn't
taste like
real milk

Vegan milk
is more
expensive

I agree, it's
more
sustainable

Favorite
yoga
instructor
uses it

Favorite
cafe uses it
in their
coffee

Organic
supermarkets
promote it

If I care about
animals, then I
must buy
vegan milk

My friends
are buying
it, I want to
do it too

Vegan milk
is cool



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?