



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?

unveiling
market
insights

i was
expecting
something
different

where
shoud i
start?

i want
something
relaiable

what size is
best

what do you
think

What brand
do you like

may be
this
isn,'the
best

why is this
so hard?

do they
think i am
stupid?

i want
something
awesoms?

what else
am i
missing?

wasting too
much time?

what is best
for me?

over
_whelmed

existed

user who to
trust

inadequate

fear

anxious

lists
pros\cons

more
research

postpones
big
decisions

observes
ins store

checks the
website

makes small
decisions

asks
friends



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?