



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?



VAY SPORTS

FULLY AIR
CONDITIONED
GAMING AREA.

LACED WITH ALL
RECENT UPGRADES
OF THE TRENDY
GAMES.

OPEN AT VERY
EARLY TIMINGS AT
THE WEEKENDS.

SPECIAL ACCESS
TO PREMIUM
CONTENT FOR
LOYAL
CUSTOMERS.

DO YOU HAVE
A VARIETY OF
GAMES
AVAILABLE?

THE COST OR
PRICING
STRUCTURE YOU
PROVIDE RANGES
FROM ?

IS THERE ANY
SPECIFIC RULES
OR ETIQUETTE
FOR GAMERS?

DO YOU PROVIDE
ANALOG
JOYSTICKS HERE?

ACHIEVE A HIGH
LEVEL THAT ANYONE
COULD FAIL
REACHING.

RECOMMEND THE
GAME TO YOURS KINS
AND KITH.

PROVIDE ANY
SUGGESTIONS THAT
COULD MAKE MORE
ENGAGING.

KILL YOUR BORING
WEEKEND DAYS.

CAN'T ABLE SAVE MY
PROGRESS IN A
ONGOING GAME.

WHOLESOME GAMING
EXPERIENCE
ALTOGETHER.

VERY ADDICTIVE
UNDER PROLONGED
USAGE.



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?