



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 want to be able to work more quickly.

This pop-up is distracting.

That was easy!

I really like this feature

How does this compare to similar products i've used?

Is this really worth it?

Subscribers
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Makes decisions

Excited

Save work and share with others

Focused

Completes processes

Curious



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?