



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 find a unique and thoughtful gift for my loved one

I'm worried that I won't be able to find the perfect gift.

I want to find a gift that my loved one will truly cherish.

I want to give a gift that is both unique and personal.

I don't have the time or creativity to make a handmade gift myself.

surprise others by offering gift wrapping and personalization services.

I want to find a gift that fits my budget

I want to find a gift that will arrive on time.



Lukka\_Arts\_And\_Handcrafts

Person who wants to surprise others with handmade gifts

Browse the internet for gift ideas

Read reviews of different products and sellers

I want to find a gift that my loved one will truly cherish

I want to give a gift that is both unique and personal

Compare prices and shipping times

Place an order and wait for the gift to arrive

I want to find a gift that fits my budget.

I want to find a gift that will arrive on time.



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?