



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?

What is the person's attitude in public?

what problem is your product/service solving?

what do you think?

what brand do you like?

Why is this so hard?

What is best for me?



what does this person spend their time doing?

how does your customer feel about their tasks?

Observe in store

More research

what gets in their way from completing them?

Anxious



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?