



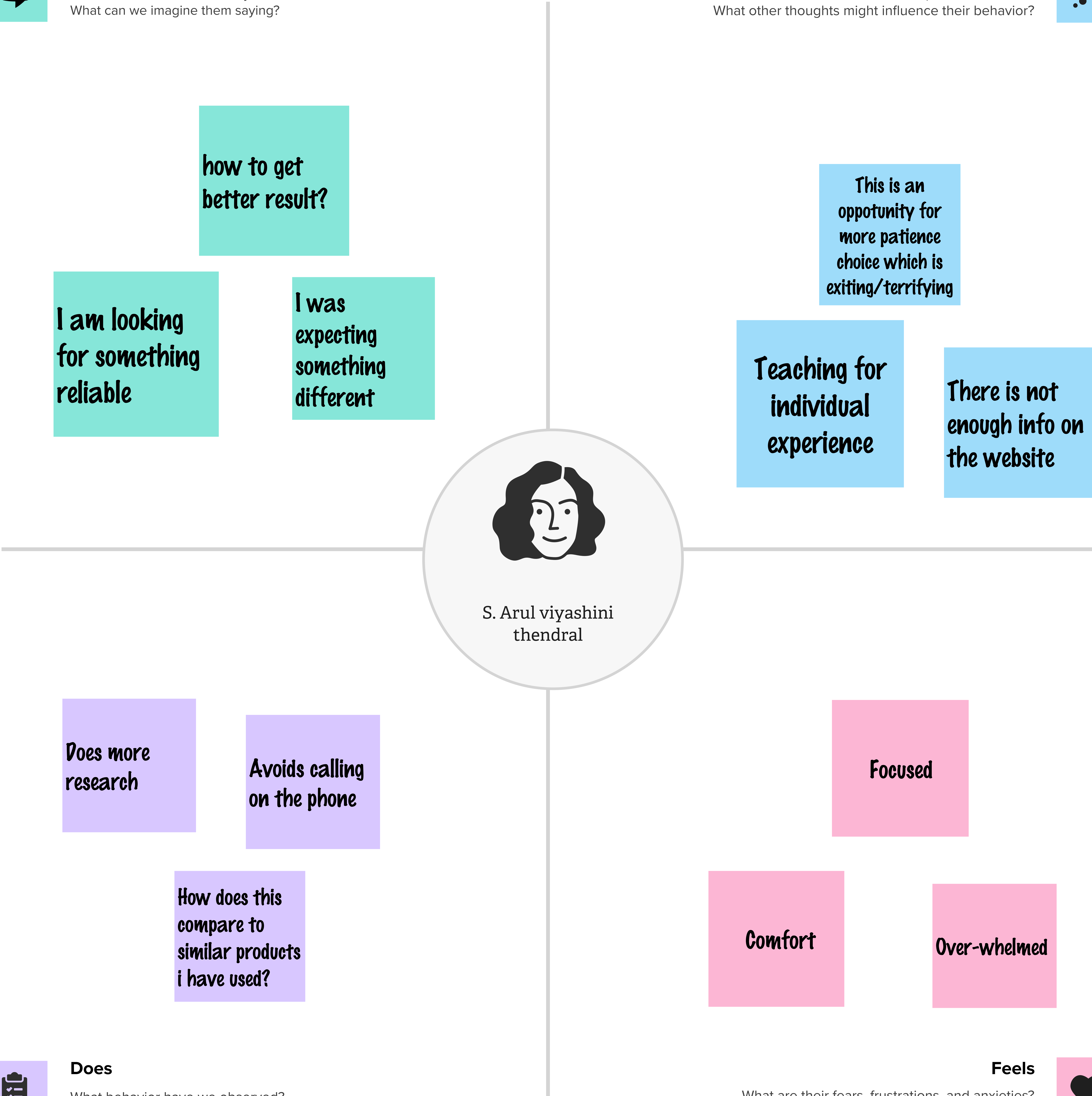
Says

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?



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how to get
better result?

I am looking
for something
reliable

I was
expecting
something
different

This is an
oppotunity for
more patience
choice which is
exiting/terrifying

Teaching for
individual
experience

There is not
enough info on
the website

Does more
research

Avoids calling
on the phone

How does this
compare to
similar products
i have used?

Focused

Comfort

Over-whelmed



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?