



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 need comfortable shoes for long walks."

"I hope to find stylish and affordable shoes."

"I prefer eco-friendly and sustainable shoe options."

Understand the specific challenges and frustrations your potential customers face when buying shoes.

"I'm worried about shoe sizes and comfort for my kids."

This could include issues related to size, style, pricing, or any other difficulties they encounter in the shopping process.



"Shops at both physical stores and online retailers for the best deals."

"Reads online reviews before making a purchase."

"Excited when finding the perfect pair of shoes."

Identify what your customers hope to achieve or gain from their shoe-buying experience.

"Frustrated when unable to find shoes in their size."

Explore the emotions and feelings your customers associate with their experiences with shoes.



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?