



**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?

Technology  
features

Safe and  
reliable

Extra  
features

Good  
investment

Spacious  
interior

Impressive  
colour



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More  
research

Observes in  
store

Inadequate

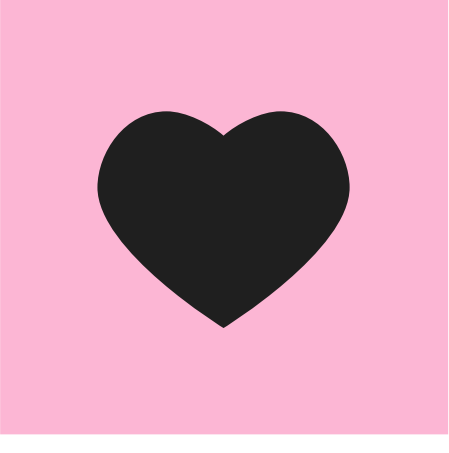
Excited

Compare  
products

Fear



**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?