

*Think & Feel*

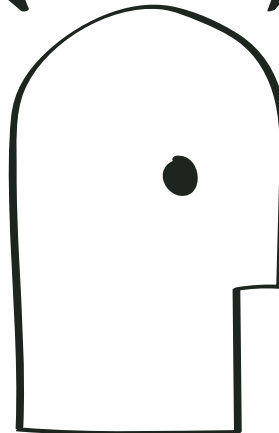
*See & Hear*

*Do*

*Say*

*Pain*

*Gain*



*at the user's current stage in the customer journey:*

## Think & Feel

what are they thinking?  
what matters to them?  
what questions do they have?

what are they feeling?  
what worries them?  
what excites them?  
is this a positive or negative experience?

## See & Hear

what have they seen  
or heard from third parties  
that might influence them?

what is being said on social media?  
what do their friends & family say?  
what do they see when they visit  
your website or use your product?

## Do

what do they do on a daily basis?  
what do they do in response to specific  
situations?  
what do they do when using your product?

## Say

what do they say while  
using your product?  
what do they say to others  
about your product?

## Pain

what obstacles do they encounter?  
what are they afraid of?  
what do they consider a failure?

## Gain

what do they hope to gain  
from using your product?  
what does success look like?

