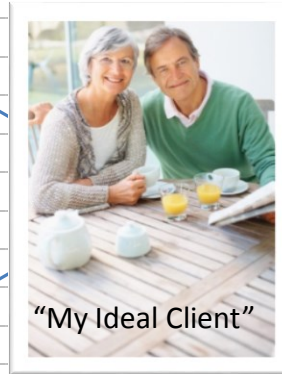


What does this customer **Think and Feel?**
(what really counts, major preoccupations, worries/aspirations)

What does this customer **Hear?**
(what friends say, what boss says, what influencers say)



What does this customer **See?**
(environment, friends, what the market offers)

What does this customer **Say and Do?**
(attitude in public, appearance, behavior toward others)

Pain

fears
frustrations
obstacles

Gain

wants/needs
measures of success
obstacles