

## Think and Feel?

What really counts?  
Major preoccupations?  
Worries & aspirations?

## Hear?

What do their friends say?  
What does their family say?  
What do influencers say?

## See?

Environment?  
Friends?  
What the market offers?

Persona

## Say and Do?

Their attitude in public?  
Their appearance?  
Behaviour towards others?

## Pain

Fear, frustration, obstacles...

## Gain

Wants/needs, measures of success, obstacles...