



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?

To learn
someting
new

Conveninet
for on the go
reading

Provide
valuable
information

Trust the
source

Looking for
good deal

People with
visual
impairments

Searches for
specific topic

Reads
review and
ratings

Desire for
knoeweledge
or
entertainment

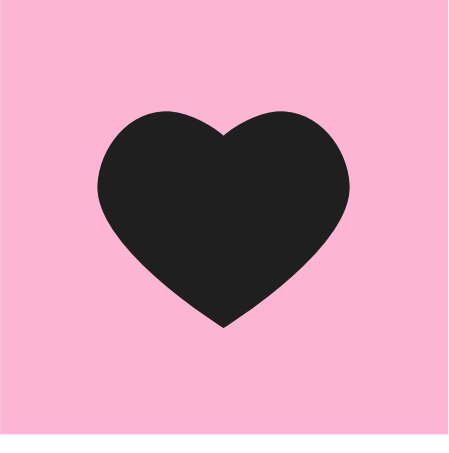
with
curiosity

subscribe
for
information

making
skepticism



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?

