



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?



tell a good story

well designed

easy to understand

more attention drawing

more attractive

decrease space
increase promotion



critical thinking

multiple perspectives
retention...

share intent

activate discussion

create visual aids



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?

