

## Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



**Thinks** 

What should they think about the design?

Should they practice it before implementing

in what way im lacking to give best design ....

Expecting some different ideas



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Excitement

Satisfaction

Choose designs

Confused

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



## Does

What behavior have we observed? What can we imagine them doing?

Lists both

Pros& Cons

