



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?



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?

 [See an example](#)



I was  
expecting  
something  
different

Think the  
invitation for  
a cultural  
event in  
school

Think the  
invitation for  
a weds

The  
invitation for  
a men  
commitment

Excited for a  
new  
designs

People like  
the our  
design

Invitation is  
a hope of  
people

What do  
you think  
about this  
design?

Team  
members to  
develop a  
new design

More  
designs to  
research

You will  
check my  
website

Which  
design do  
you have?