



Says

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

Existing
purpose

Design

To become
famous

Thinks



Share

Advertising

Marketing



Like

Follow

Comment

Spread
useful thing
to people

To prevent
good thing

Many
people
using social
media



Does

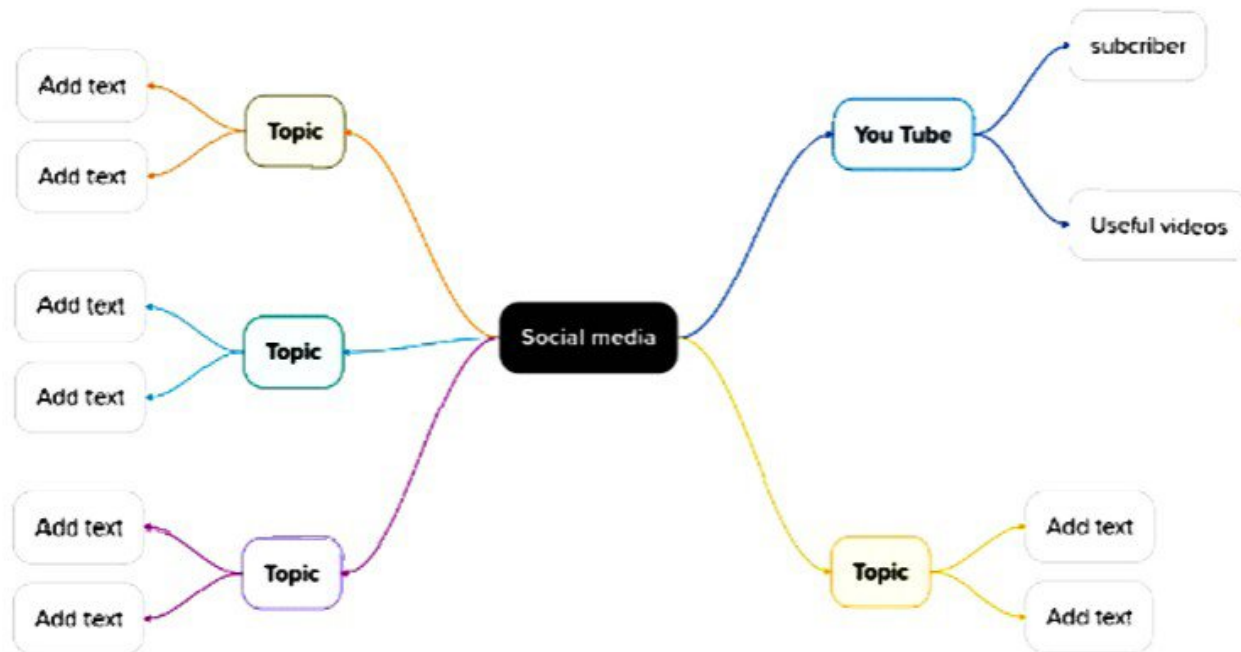
What behavior have we observed?
What can we imagine them doing?

[See an example](#)

Feels

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





Tip



Recently create your mind map using keyboard shortcuts. Press **Enter** to add a new sibling node or **Tab** to create a child node. To add extra lines of text, try **SHIFT + Enter**.