



Says

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

This is
challenging
for me

need more
gaidence

need uses
friendly



Thinks

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

there are
gaps in the
computer
usage

need
transparency
from receiver

acceptance
is more
impartant

I am up to
speed with
every one
else

enthusiastic
about a new
model of
learning

feel
rejected
from
customer



Does

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

organize my
scheduled to slot
in dedicated time
for creating book
cover

connect
with design
Trinkets

time should
be
attractive



Feels

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