



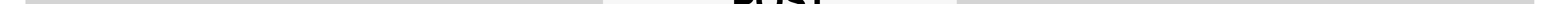
Says

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?



NEED
BACKGROUND
COLOUR BLUE
AND WHITE

I LIKE MINIMUM
TWO OR
THREE
COLOURED
FONDS

NEED THE
PICTURES
OF THE
NATURAL
SCENERY

I NEED MY
OLD LOGO
STYLE BACK

REQUIRE
MORE THAN
FIVE FONDS
STYLES

MY SOCIAL
MEDIA POST
SHOULD BE
SOME THING
AWESOME

SOCIALMEDIA
CONTENT
SHOULD BE
DIFFERENT
FROM OTHERS

SOCIAL
MEDIA POST
SHOULD
ATTRACT
OTHERS

THE SOCIAL
MEDIA POST
SHOULD
HAVE ITS
UNIQUENESS

SOCIAL MEDIA
POST SHOULD
HELP
INCREASE MY
BUSINESS

CREATE
CONTENT TO
SATISFY THE
FOLLOWERS
OF THE POST

SHOULD
READ THE
COMMENTS
AND ANSWER
THE DOUBTS

SHOULD BE
TRUTHFULL
TO THE
FOLLOWERS

SHOULD
UPDATE THE
IMPORTANT
EVENTS
REGULARLY
WITHOUT FAIL

SHOULD
REVIEW THE
PRODUCT'S
AND SAY
WHETHER THEY
ARE WORTHY

HAPPINESS

ANXIOUS

EXITED

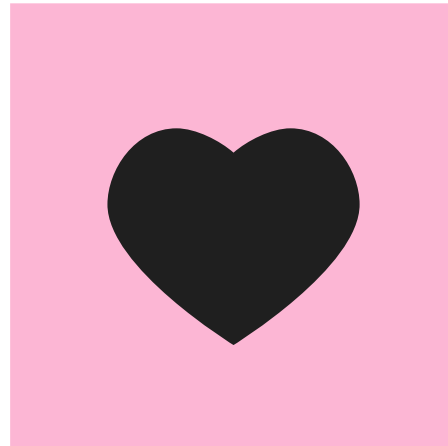
OVERWHELMED

INADEQUATE



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?