



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?



The website design made data searching easier

Website will be a base for making profitable decisions

Engaging design will let user know of other areas of investment

If it's profitable to run business in Regina

Provide more ideas for investment

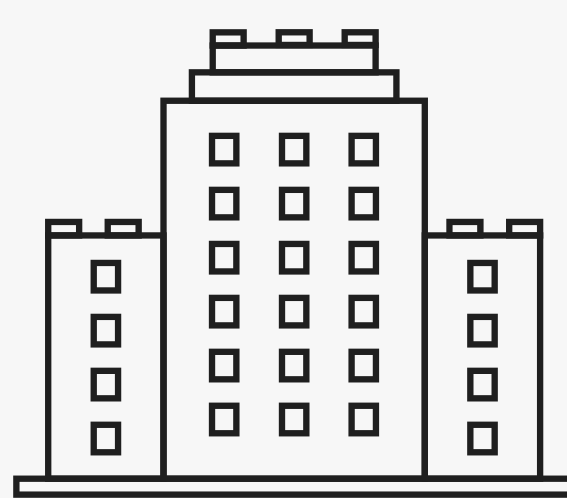
Which areas of social resources are more profitable to invest in?

Easily found desired piece of information

Want to know source of information and its authenticity

Can contact be made with NGO with the help of the website?

Can the investment made be sustainable and beneficial to community



Business administration

Act based on the given informations

Plan Future projects in Regina

Be enthusiastic by making profitable decisions using the website's data

Eager to know about updated statistics in the webpage

Help community grow

Run partnership with other NGO or related institutions

Satisfied using the webpage

Interested to know other aspects of community and society in Regina

Type your paragraph...

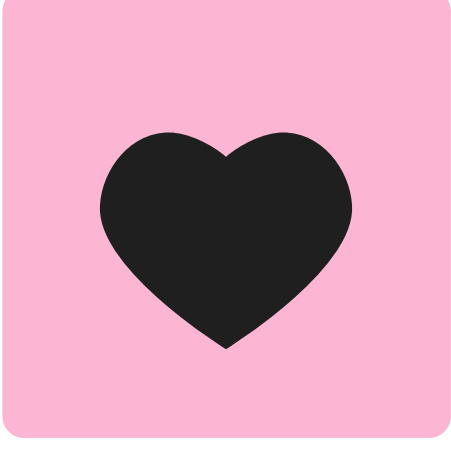


Does

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?



[See an example](#)

Pain

The user will not be able to locate the desired information if the necessary design is not provided. As a result, proper information for profitable investment in Regina will be scarce to find and business elsewhere will seem like a good move.

Gain

The community as a whole will gain from easy access to data since it will encourage numerous business administrators to invest in Regina. Website will also allow to link up with other businesses and organizations.