



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?

Actual quotes
or comments
they've made
about using
hashtags

Consider their
thoughts, goals,
and motivations
when using
hashtags



Hashtag Generation

Describe the
actions or behaviors
related to hashtag
use, such as
posting, searching,
or avoiding certain
hashtags

Explore how they
feel when using
hashtags, e.g.,
excited,
frustrated,
empowered



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](#)