



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?



Bright colour palettes

Health

Vintage Vibes

Animated

Self care ideas

Yoga

Creative

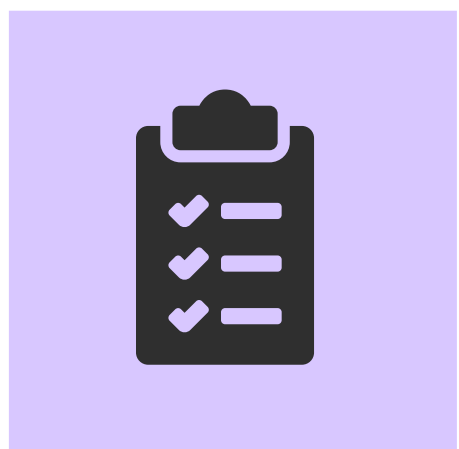
Social media

Attractive colour

Avertisement

Happy feel

Attractive Design



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?