Says What are their wants, needs, hopes, What have we heard them say? What can we magine them saying? and dreams? What other thoughts might influence their behavior? minimum five language create the news tracker news teacker app compare to others easy to use common daily news news is feed are upload the app helpfull for customer easy to undarstand customer in pepols easy to use **P**

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

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Feels

Thinks

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