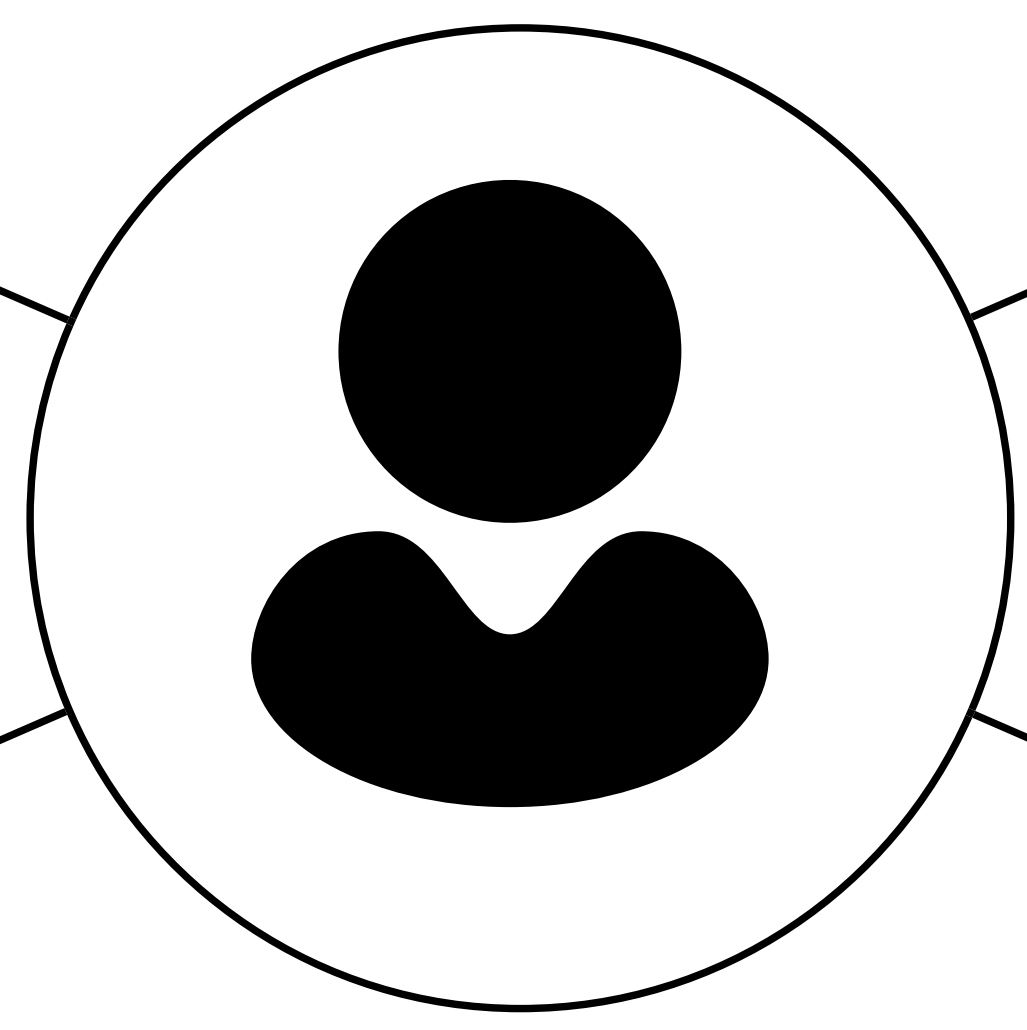


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- Most Friends are not sociable
- Does not have too many friends
- parents are vocal about her accomplishments

What do they
SEE?

environment
friends
what the market offers

- See Smiles and fist bums
- Uses phones for directions and has assistance in school
- Access to different Venues and ethnicities

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Likes to move around
- Very bubbly attitude
- Enjoy going to music/theatre department

PAIN

fears
frustrations
obstacles

- Classmates are standoff-ish
- Not being able to travel a lot
- He is being looked at differently

GAIN

"wants" / needs
measures of success
obstacles

- Connect with a music group
- Being able to connect with classmates and friends
- Has over 20,000 songs; can find people to share it with

not
sociable

many
friends

vocal about her
accomplishments

bums

assistance
in school

ethnicities

wh

What do they
SAY AND DO?

attitude in public

appearance

behavior towards others

Likes to
move
around

Very bubbly
attitude

Enjoy going
to
music/theatre
department

what
is
the
best
for me

i
want some
thing
awesome

what else
am i
missing

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Most

Does not

See Smiles

Uses
phones for
directions and

Access to
different

Wh

what
is
the
best
for me

i
want some
thing
awesome

what else
am i
missing

THI

What do they **HEAR?**

what friends say

what boss say

what influencers say

Most
Friends are
not
sociable

Does not
have too
many
friends

parents are
vocal about her
accomplishments

Likes to
move
around

Very bubbly
attitude

Enjoy going
to
music/theatre
department

SA

EL?

See Smiles
and fist
bums

Uses
phones for
directions and
has
assistance
in school

Access to
different
Venues and
ethnicities

What do they
SEE?

environment

friends

what the market offers

?

PAIN

fears

frustrations

obstacles

Classmates
are
standoff-ish

Not being
able to
travel a lot

He is
being
looked at
differently

GAIN

“wants” / needs

measures of success

obstacles

Connect
with a
music
group

Being able to
connect with
classmates
and friends

Has over
20,000 songs;
can find people
to
share it with

