Says What have we heard them **Thinks** say? What can we magine What are their wants, needs, them saying? hopes, and dreams? What other thoughts might influence their behavior? IS THIS A AM I SAFE? DO I HAVE A SAFE PREFERENCE CANI LOCATION.. ARE YOU FOR TRUST **AWARE OF** LOCATION THIS THIS APP? THIS IS EASY TO IS MY USE DATA PRIVATEE USER DATA BREACH SIGN UP COMFORT SEARCH FOR LOCATION RELIEF CHECK SAFE WITH REAL TIME DATA **Feels** What are their fears, frustrations, Does and anxieties? What other feelings What behavior have we observed? might influence their behavior? What can we imagine them doing?