



facebook

What have we heard them say?
What can we imagine them saying?

Twitter

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Create A
Social
Media

Retail
industry

Pricing

Healthcare
industry

Come up
with an idea

Choose
your niche



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design a social
media post

Customize
your
website

Establish
your
audience

Tweak the
design of
your
website

Pick
necessary
features

Develop
content and
promote
your network

Get yourself
a domain
name and
create your
website



Google

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

Telegram

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