



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?

I want more
certificate for
programme

I want more
thickness of
main
condent

this certificate
background
design make
multiple colour

The logo
was add on
certificate
top corner



I expecting
this certificate
was comes
very nice

the logo was
add on the
center of
background for
my certificate

Does applied
the background
only add white
and gray colour

I feel
certificate
colour very
attractive for
other



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?