



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?



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?



"Website to be user friendly"

"Website which lets people to make a change"

"Create a social network"

"Website should galvanize and inspired"

"Share/download data via different options"

"Focused to reach a decision"

"Supports the non-profit sectors"

"Strictly a way to display data/info"

"Display quick access for whole picture"

"Should not be ran by any staff"

"Socializing has its benefits"

"Feels irritated by slow websites"

"Good to have a site to map SGD"

"Feels hopeful to portray info to public in an easy and creative way"

[See an example](#)



21%

