



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?



Feels

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



Does

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



It's the colors, shapes, pictures, fonts, white space, and overall visual balance of a design.

I'm a creative person driven by my passion for design.

serves as a tangible reminder of the accomplishment and recognition of the participants' efforts.

shape and improve the user experience

A solid foundation in design, layout and typography.

the colors, shapes, pictures, fonts, white space, and overall visual balance of a design.

Use consistent colors, fonts, and logos to maintain a professional and cohesive appearance.

aims to improve a design's/product's aesthetic appeal and usability with suitable images, typography, space, layout and color

Improve your website's typography.

Physically relax: Take a spa day, get a massage, or simply sit in a comfortable chair and relax for a few minutes.

genetic, environmental, psychological and developmental.

UX design is one of the few career paths where the salaries are as rewarding as the work itself.