



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?



Maheswari

Murugapriya
ilakkiya
Jeyalakshmi

Facebook

Instagram

Whatsapp

focus on how
to be social
not on how
to do social

social
media is a
medium

social media
platforms allow
users to have
conversations,
share informations
and create web
content

Sharing
Information

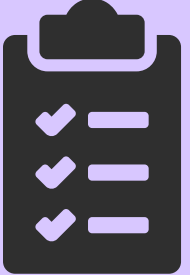
Web
Content

Allow users
to make
conversation

It creates
many
Opportunities

Innovation
begins here

Works for
Society's
improvement



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?

See an example