



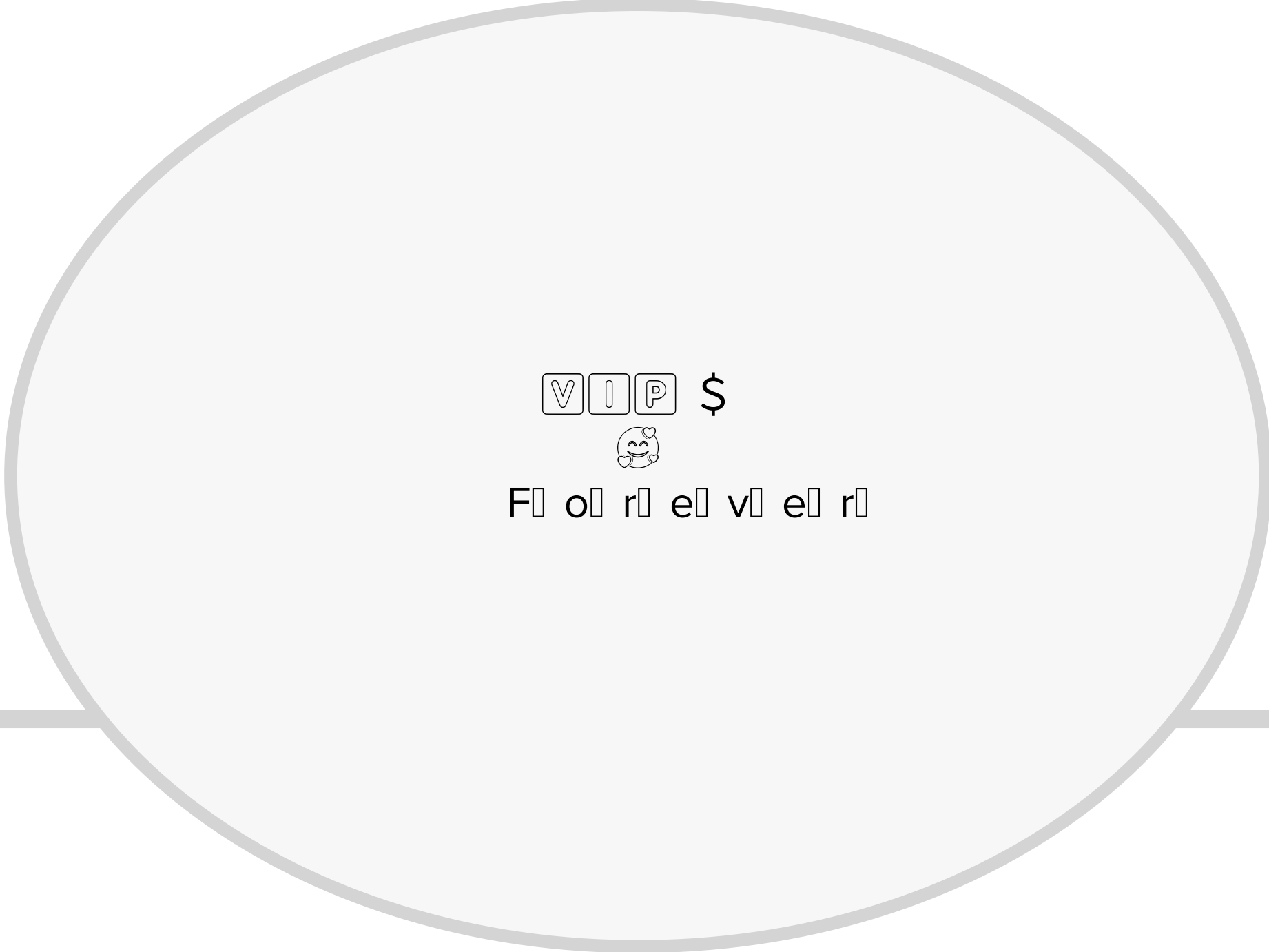
Says

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?



Post creator

Photo effect

Photo edit

Social media furniture design

Social media design

Video effect edit upload Instagram story

Photoshop design

Social media banner

Social media

Social media design photo

Social media photo design

Reels video edit upload Instagram



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](#)