



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?



- create and send from your home

- share the details that matter

- manage your guest list easily

- care for the environment

- save valuable time

- plenty of choice

- easy to personalize

- save money

- surprise and delight

- eco friendly

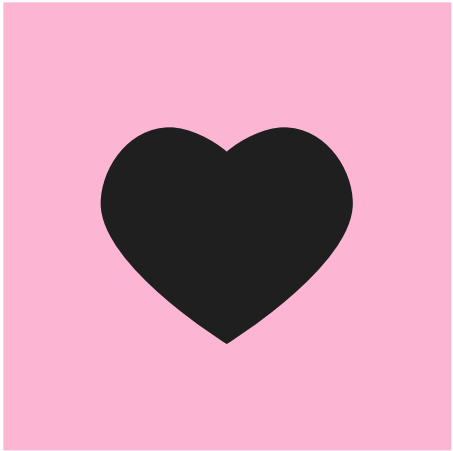
- browse and filter designs

- use the search function



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?