



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?



**Make a
simple
designs**

**Intresting
to do that**

**Encourage
other
team
members**

**Creative
thoughts**

**Appropriate
words**

**Easy to do
that**

**Search a
sample
invitation**

**Search a
theme**

**Disussion
with
friends**

Excited

Anxious

Enjoy



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?