

Type your heading...



Says

What have we heard them say?  
What can we imagine them saying?

Useful for  
entertainment.

Sharing  
content.

Allow users to connect.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Good for  
search many  
things.

It  
communicates  
well .

Good platform  
for  
entertainment.



Create, share  
and ideas in  
virtual  
communities.

To  
participate in  
social  
networking.

Impact on  
society.

Inadequacy  
about your  
life or  
appearance.

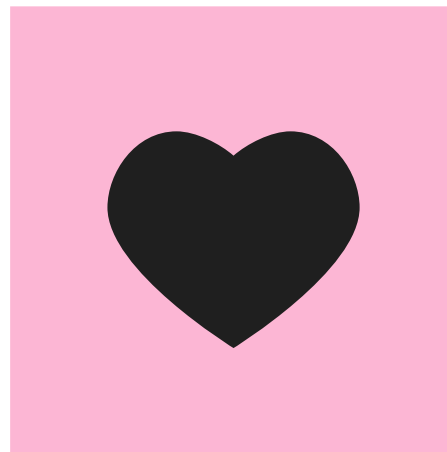
Happiness .

Be nice to other  
people.



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?