



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?

Rejina
Anupriya
sneha
Aatheeswari

YouTube

Facebook

Instagram

Google

Personal
network

Book
marketing

E-
commerce

Chatss

Online
games

Virtual
world

Local
marketing

Video
sharing

Social media
useful

Photo
sharing

Net working
fast

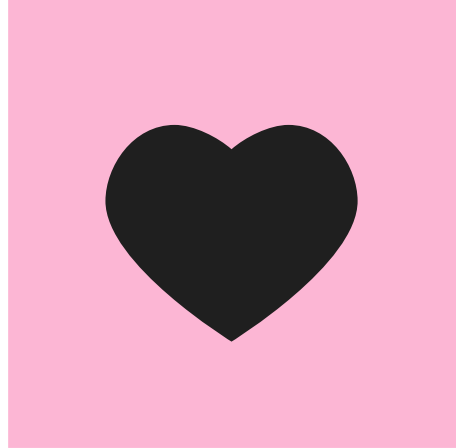
Social
publicshing

Tecnology



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](#)