



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?



Is this
challenging
for me ?

There are
gaps in the
computer
useage

Need more
guidance

Need user
friendly

Need more
practical
experience

Customer
acceptance
is more
important

Connect
with design
thinkers

I think
should be
attractive

I am up to
speed with
everyone
else

Organize my
schedule to slot
in dedicated
time for
creating logo

Enthusiastic
about a
new modle
of learning

Feel
rejected
from
customer



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?