



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

getting ready to collect data

understanding the project

what are the related websites to refer?



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

how to get started?

project procedure

business requirement



thinking about presentation

demonstration and documentation

testing the result



Does
What behavior have we observed?
What can we imagine them doing?

data extraction

data collection

data preparation

data visualization



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?