



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?



What does the audience say about Instagram Reels?

What thoughts or beliefs might your audience have regarding Instagram Reels?

What are their expressed needs, desires, or challenges related to the content they consume on this platform?

List the emotions your audience might experience while watching your Reel

What are their attitudes, perceptions, or misconceptions about the type of content they engage with on the platform?

Start by defining your target audience. Who are they? What are their demographics, interests, and behaviors?

What actions does your target audience take when using Instagram Reels?

How do they interact with content, and what behaviors do they exhibit while consuming or engaging with Reels?

What emotions might your audience experience when using Instagram Reels?

Do they like, comment, share, or take further steps, such as purchasing a product or signing up for a newsletter?

How does the content they encounter on the platform make them feel?

What are their emotional triggers, such as joy, excitement, or frustration?



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?