



Says

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

user
friendly

unlimited
access

vital skill
based



Thinks

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

create
compelling
assignment

visually
engaging

supporting
academic
goals



invaluable
tool

presentation
based

creative
assets
making in
easy way

doesn't
have local
file storage

half the
features of
the desktop
version

no
uniqueness



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](#)