



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?



WORDPRESS  
BLOG  
CREATION

I want to start a blog, but I don't know where to begin.

I want to create a blog that looks professional and is easy to use for my readers.

I'm overwhelmed by all the different options and features available in WordPress.

I'm worried about making mistakes and breaking my blog.

I want to be able to add new content to my blog easily and regularly.

I'm not sure how to choose the right WordPress theme and plugins for my blog.

I'm worried about not being able to figure out how to use WordPress.

I want to make sure my blog is secure and protected from hackers.

I'm afraid of losing my blog content if something goes wrong.

I want to be able to track my blog's traffic and performance.

Searches for tutorials and guides on how to start a blog in WordPress.

Reads blog posts and articles about WordPress themes and plugins.

Tries out different WordPress themes and plugins to see what works best for their blog.

Asks for help from other bloggers and WordPress experts.

Overwhelmed by all the different options and features available in WordPress.

Frustrated when they can't figure out how to do something in WordPress.

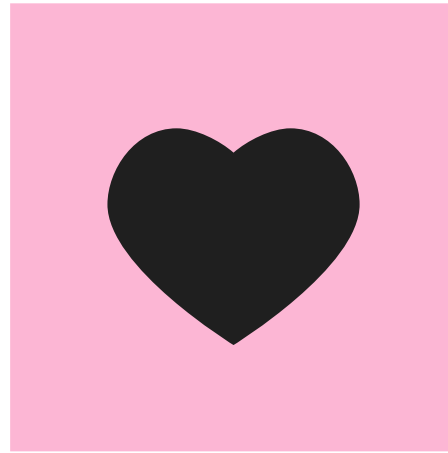
Worried about making mistakes and breaking their blog.

Excited about the possibilities of WordPress and the potential to create a successful blog.



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?