



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?

Work quickly

I don't have time this

I reaiiy lik that feature

That was easy!

It is really worth it

There's not enough on the website

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M. Saryath Sahana
M Shafekka Begum
B.Shalini Pradeepa

Make decisions

Asks friends

Focused

Share with others

Fear

Excited



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?