



**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?

That was difficult

i realy like that post

It's realy enjoyable

Too much of deteiling so time waste

I want something awesome

The quality of tha post is very low

Why this is difficut to understand

create a social media post  
m.sankar  
g.akilan  
m.mari selvam  
p.vinoth kumar  
k.arun kumar

This post is very colourful

That Ideology was realy good

I am mesmerizet with this contant

Seeing this post reminded me

Make something in new

Improv tha quaity

The ad will be dustrubed

To improve visualization of tha post



**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?