



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?

Learn about
the
audience

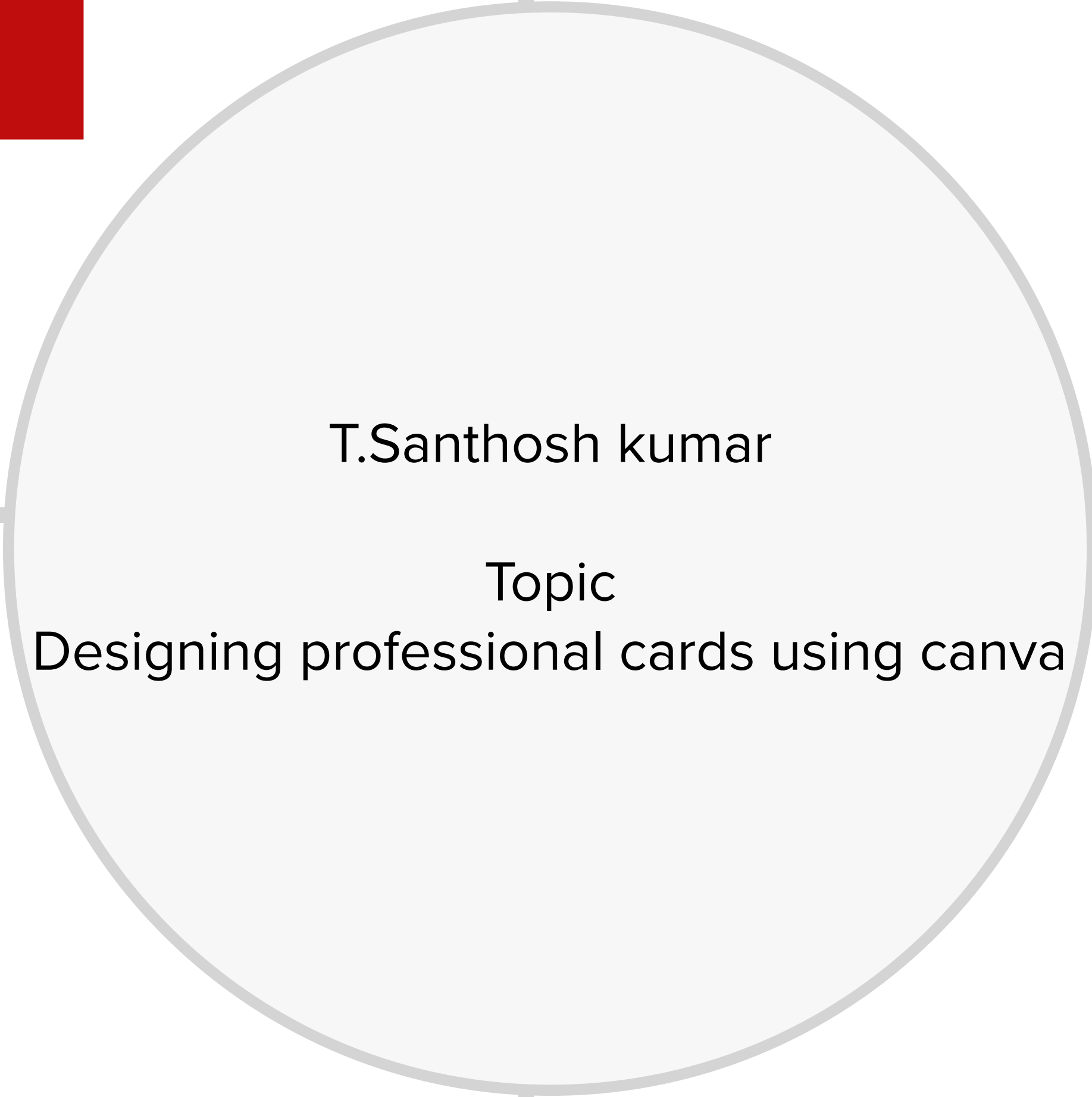
Frame and
design

User testing
and surveys

Highly
populer and
easy to
create

Listen
Ask
questions

Observe and
interview



Evaluate,
Gather.

Collaborate

Think big act
small, fail
fast

Experiment

Gather
feedback.



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?