



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

**Business
card**

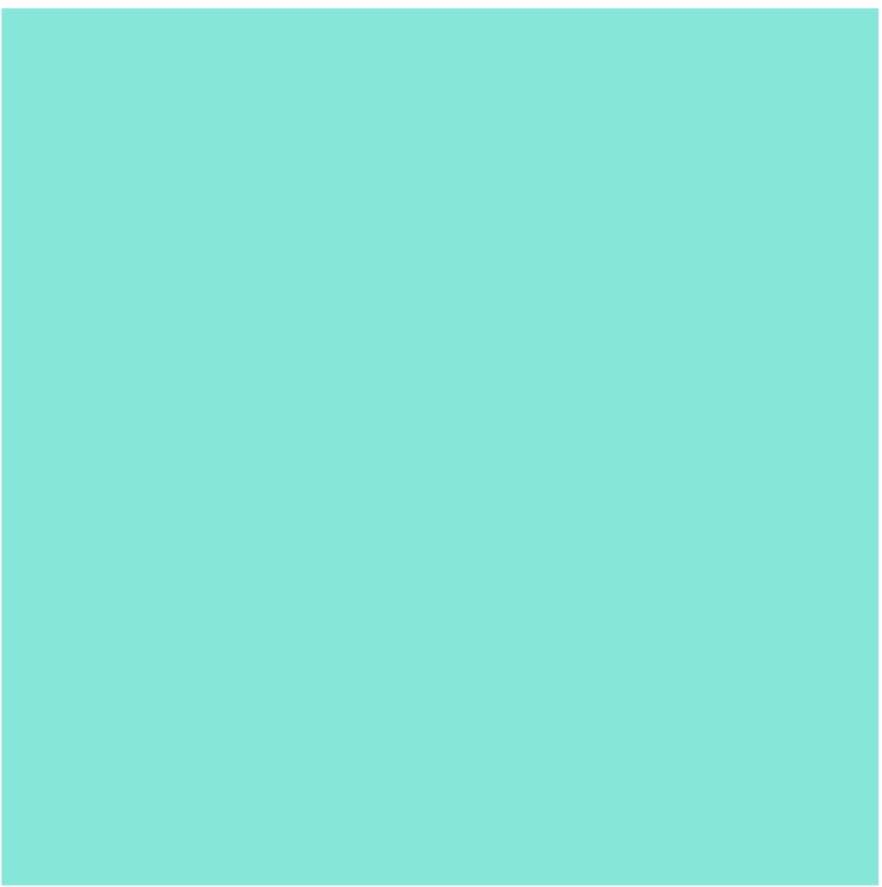


Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

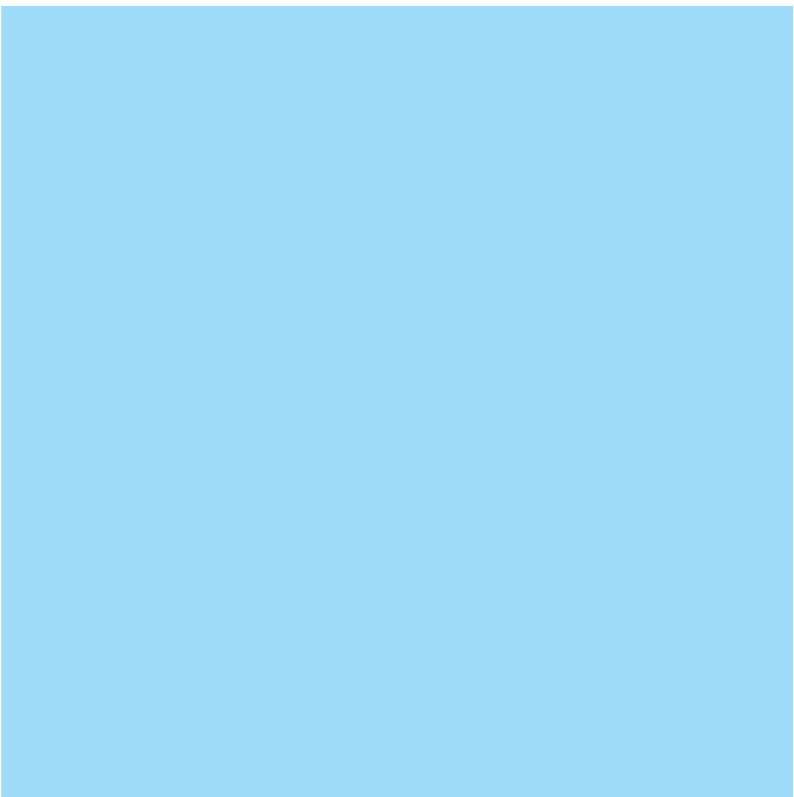
**additional
information**

DREAMS

QR code



BRANDING



**CALL TO
ACTION**

**ERROR
WORRIES**



**DATA
SECURITY**

pride



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?