



**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?

How to  
give better  
result ?

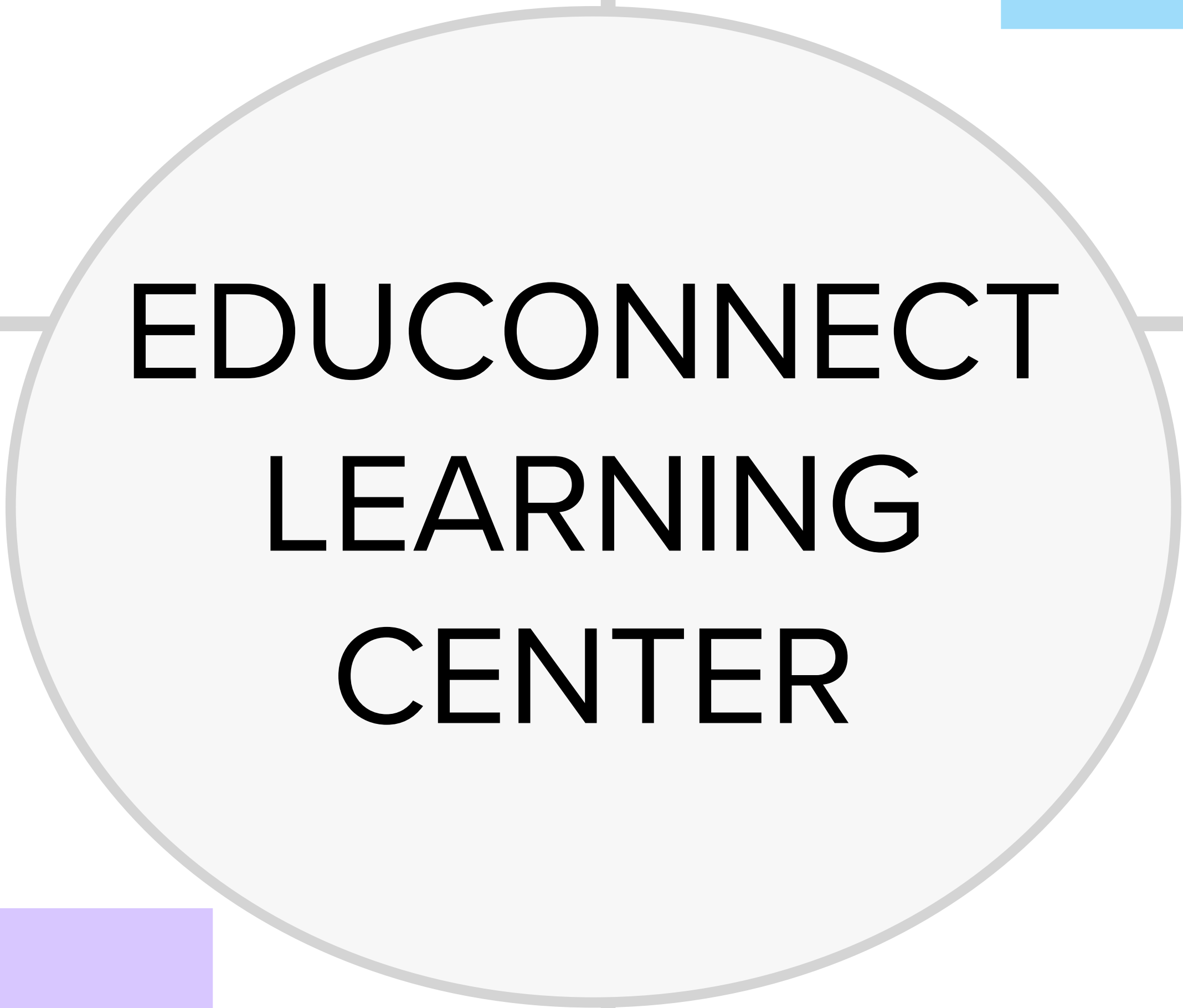
Make small  
Decisions  
and postpone  
big decisions

I am  
expecting  
more  
admissions

What  
else am I  
missing

I wish I could  
spend more  
time at Work  
Space

Too many  
Acronyms



Improve  
Technology

More  
research

Good  
quality  
education

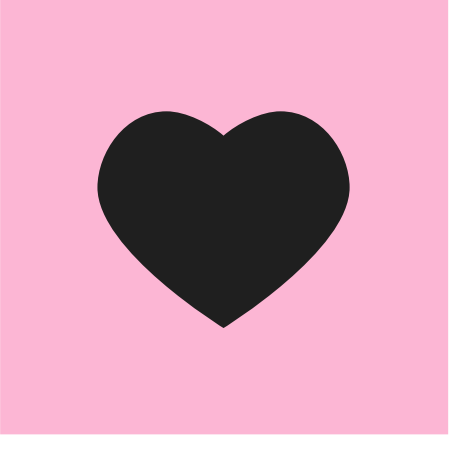
I am  
excited

Overwhelmed

Stressed  
about  
technology



**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?