

Says

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

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



elementary age kids

not trying to take guns away

between that buy back programs

sees a big different

exhavstion too wrong inclinder

fear wrong about safety

**Thinks** 

Political juggenauts.

See an example

to articulate what we know about a particular type of user

> aid in decision making

it externalize knowledge about users in order to

important to the customer

> people are hepling mind

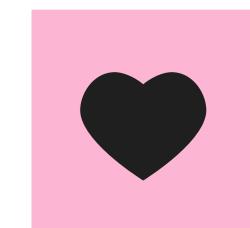
hops,dreams,fears

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



**Feels**