



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

*Personalized Invitation using Canva*



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

I Want a creative idea

I am expecting new idea

IS Really worth it?

Which design is best

What you think?

This may be best



**Sulochana &Team**  
Personalized invitation using Canva

Create new design

Get innovative designs from Good designer

Impressive

Make a different way

Inadequate

Excited



**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?