



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?

That was
easy!

What i
do?

I really
like that
Feature

I want to
be able to
work more
quickly

They
wants
more
views

The channel
are
ordered by
number of
subscribers



creative

saves
work and
shares
with other

makes
decision

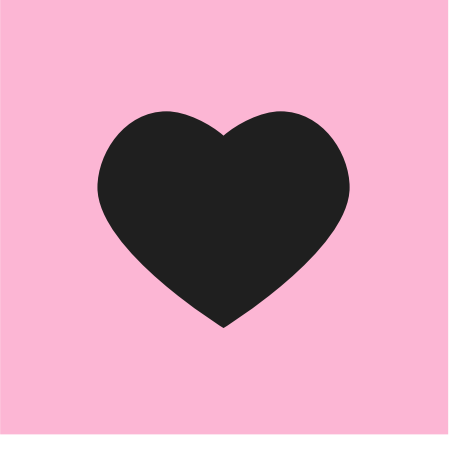
Curious

Focused

completes
processes



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?