



Says

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

1. iRevolution refers to the integration of technology and information during social and political movements.

2. It emphasizes the role of social media, mobile devices, and online platforms in facilitating activism and organizing protests.

3. iRevolution has both positive and negative effects, enabling rapid mobilization but also raising concerns about surveillance and misinformation.



Vetrivel  
iRevolution



Thinks

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

1.iRevolution signifies a rapid and widespread integration of innovative technologies, reshaping industries and societies.

2.iRevolution fosters global connectivity, empowering individuals through instant access to information, resources, and communities.

3.iRevolution drives disruptive changes in business models, governance, and culture, challenging traditional norms and creating new opportunities.

1.iRevolution encompasses the profound transformation of industries and societies through the integration of digital technologies, reshaping how we communicate, work, and live.

2.It triggers shifts in traditional markets, enabling startups and tech-driven initiatives to thrive, while traditional businesses adapt or face challenges in staying relevant.

3.iRevolution impacts daily life, influencing social interactions, information access, and even governance structures, driving changes in how individuals and institutions operate and engage.

1.iRevolution sparks excitement due to the endless possibilities and innovations that arise from the integration of digital technologies.

2.It can also evoke apprehension as rapid changes may disrupt established norms, raising concerns about privacy, security, and the future of work.

3.iRevolution generates anticipation for a future shaped by technology, where advancements could lead to improved efficiency, convenience, and quality of life.



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?