



Says

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

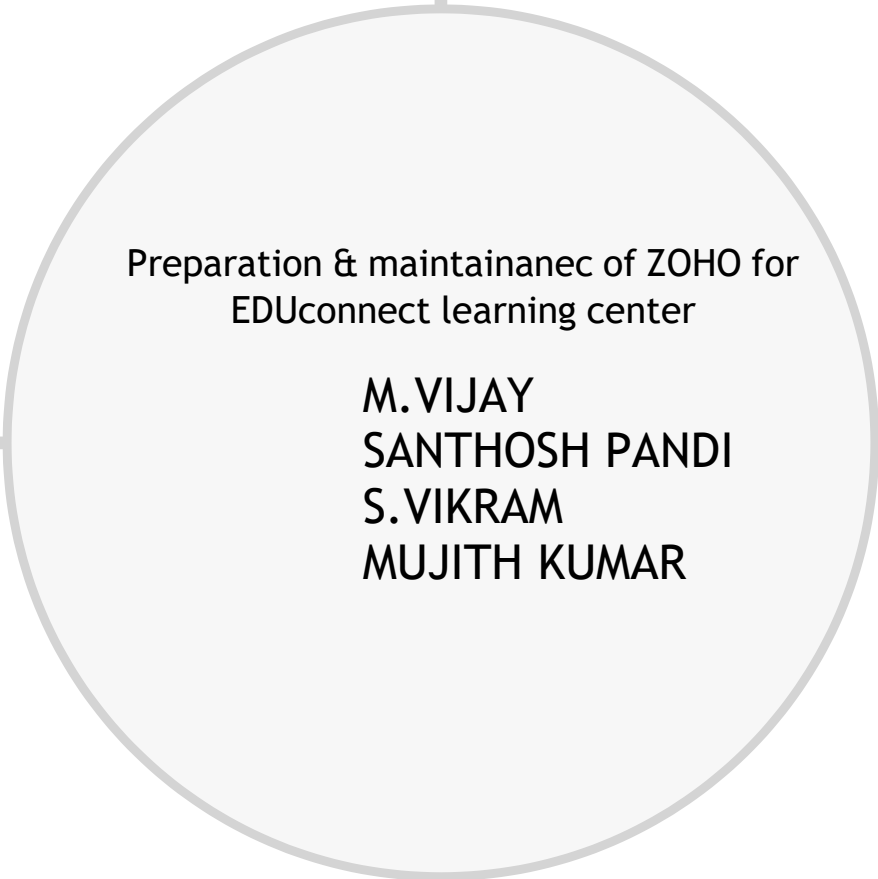
"I need a reliable platform for online learning."



Thinks

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

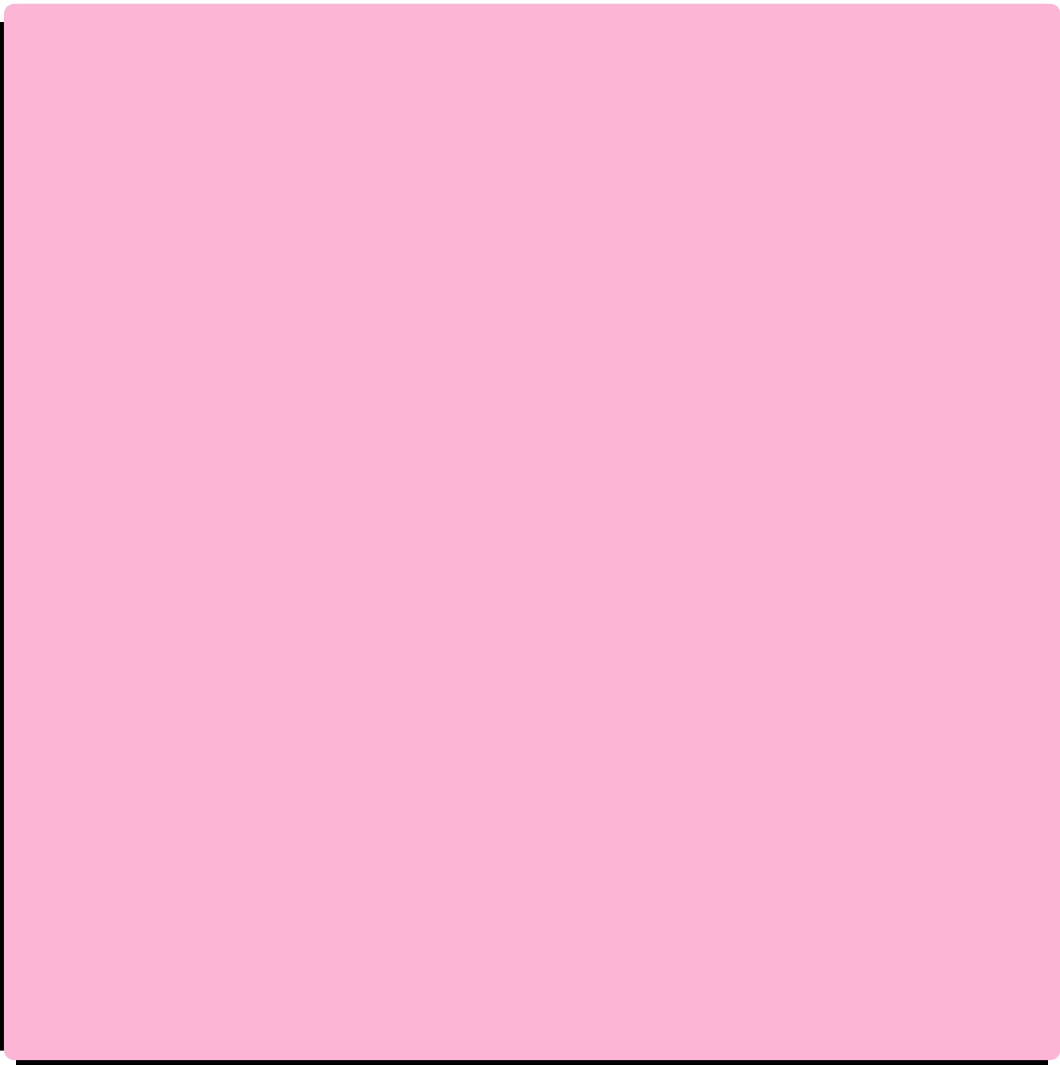
I want to excel in my studies and need quality resources.



Frustration with confusing topics, motivation to learn, and possibly some anxiety about exams.

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?



[See an example](#)

