



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?



Settle on a size

Should be reached by all people

Settle on a background

Settle on a shape

Should be easily understand by all people

Should be attract by all people

It will make the company popular

It provides employment to people

Design may be liked by some people

It leads to raising the quality of the company

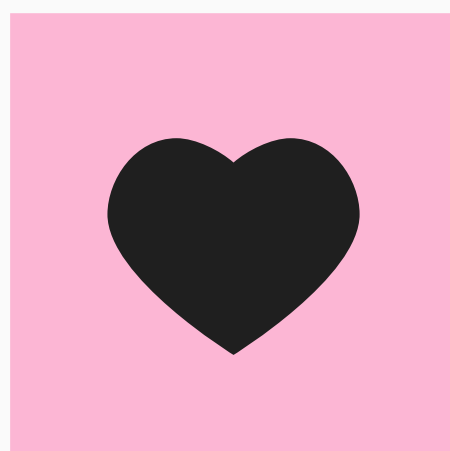
Cards colour may be liked by some people

Font size may be liked by some people



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