



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?

**Photographphic
eye makes him
very attuned to
envionment and
aesthetic
surroundings**

**Selective
group of close
friends that he
trusts their
opinions**

**Market is all about
discernment both
in being picky
about careers and
what he consumes**

**B.Akash
K.Appu
I.Abubakkar siddiq
M.Arun**

**If not is own
boss he works
with people he
comfortables
addressing
aspeels**

**Needs fulfillment
through
unrestriated
creativity and
autonomy in life**

**Friends are hyper-
literate and he
mustkeep up
culturally to
understand their
references**

**Life is constant
battle between
work that is
affirming
rewarding and
creative him**

**Having a lot of
varied experiences
and not being
trapped in a
mundance life cycle
matter mostto him**

**The fact that
there are few
avenues to
cteate art
sustainably long
term**

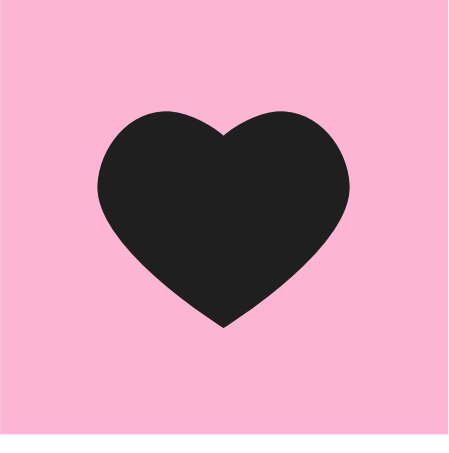
**concerted
attempt to
cultivate ate a
non-traditional
look and
invividual style**

**Strong
opinions and
un afiaid
make value
jugments

Generally not
confiontational
but will defend
topics of interest
vigorously**



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?