



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?



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?



Appealing certificate

G.Nandhini
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CERTIFICATE
FOR BEST
SPEECH

I need some
different
kind of logo

Which
template is
best

I want to take
some action
logo picture
and
signature

I want
different
style text
handwriting

I preferred
stylish
template

I chose one
different
templates
for attraction

I choose
Different
templates
and idea

I feared what
kind of logo
should be
use

I feel
happiness

Comparing
the certificate
then I choose
one

I feared about
what kind of
logo suitable
for certificate

Existing and
good feel