



Says

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

Branding Specialists emphasize logo and color consistency.

Creative Designers focus on visually appealing design.

Efficiency Enthusiasts optimize the design process.



Thinks

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

Brand Specialists:
Want brand-consistent certificates, need brand assets, hope for professionalism, influenced by brand reputation concerns.

Creative Designers:
Want creative freedom, need, designs, influenced by identity balance.

Efficiency Enthusiasts: Want an efficient process, need templates, hope for time savings, influenced by data accuracy.



Behavior observed:
Collaborative approach with specialized groups.

Imagined actions:
Branding Specialists ensure consistency, Creative Designs focus an aesthetics, and Efficiency Enthusiasts streamline processes.

Collectively, they meet for feedback and efficient certificate production.

Fears and Anxieties:
Concerns about product quality, safety, or future uncertainties.

Frustrations:
Issues with customer service, delivery, or product performance.

Influential Feelings: Curiosity, excitement, trust, or a sence of belonging can also drive 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?