



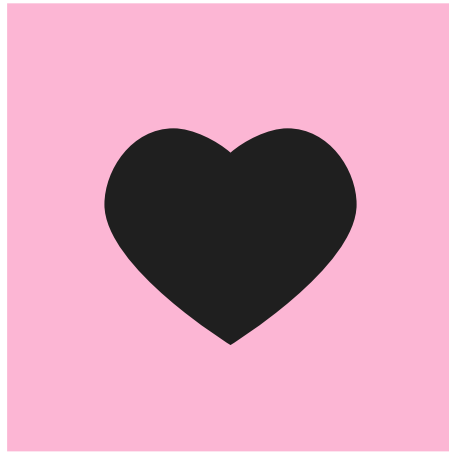
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



to have or to form
an opinion
or idea about something

show
or other item
that is sent on
the radio
or television.

High
contrast
backdrop in
a dark

Neutrals,
whites, and
light grey

Neutral
backdrop

A form
of the present
tense does is
the third
person

Feel to have a
particular
opinion about
something that
has happened or about.

High
contrast
backdrop in
a solid color