



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?



AROCKIA's Short  
summary of the  
Arockia

I like that it  
stored my  
profile

This was  
very easier  
than to avoid  
the crowd

What do  
you think?

Not sure  
on what to  
proceed  
the next

Yet to  
improve  
the  
security

Improve  
the server  
storage  
capacity

Counts the  
voting

Announce  
the result  
of election

Add the  
various  
candidates

Better to  
vote the  
candidates

It provides  
the security  
mechanism

Excited



Does

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



Feels

[See an example](#)What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

