

## 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?



It motivates participants to perform better and better.

certificates use alight color background with darkcolored ink for the text.

Certificates are usually concise and provide limited information

**Most certificate** are adorned with boarders usually simple and color.

It also encourages nonparticipants to take part in such activities.

Certificates make it possible to spread awareness about such competitions.

Designing visualy appealing certificate for a debate competition using Canva

Winner's information: name, the title, age and profession

Title and Date: title of the award and date, time and location.

Organizers information: The name logo contact information, and other related details.

**Contents of award** certificates are usually similar. Because of them purpose to appreciate.

Certificate should not be messy.

## Does

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



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



