



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?

See an example

SANGAVI S  
iRevoltion: A data-drive  
exploration of Apple's  
iphone Impact in India

La Patrie  
(The  
fatherland)

New French  
Flag

Le Citoyen  
(The Citizen)

What really  
counts major  
preoccupations  
worries &  
aspirations

attitude in  
public  
appearance  
behavior  
towards others

enviroment  
existing  
solutions  
awarents

Colonised  
people  
restarted thire  
struggle with a  
new force

Feudal system  
abolished from  
entire Europe

New Estate  
General

Abolition  
internal  
customs and  
duties

Centralised  
Administrative  
System

I want something  
unique