

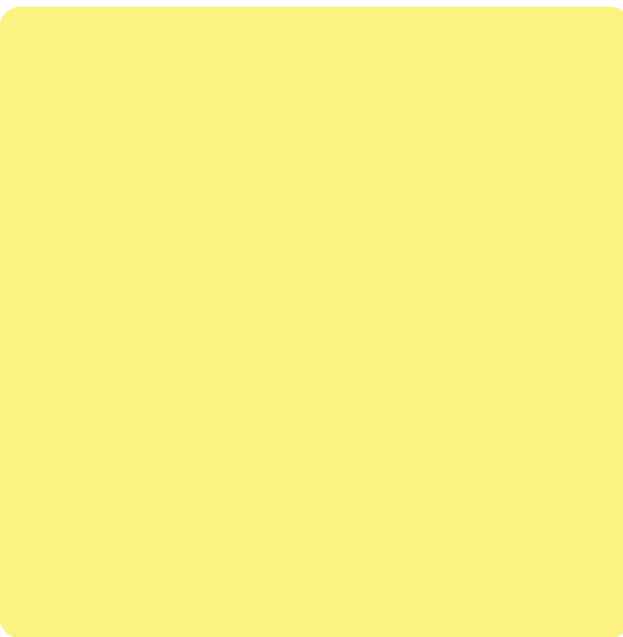
Reflect on the topic



Says

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

SOCIAL
MEADIA
POST



Thinks

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



user
friendly
design

Branding
and Identity

To many
acronyms



p.Dhanalakshmi
buying a TV

designing
for print

negative
feedback

joy

Drag and
Drop
Editing

observes in
store

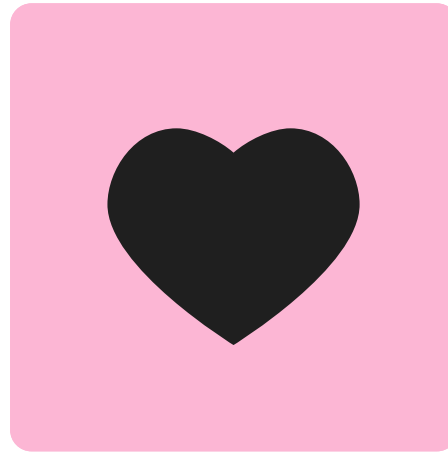
Does

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?



 See an example