



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](#)



invitation
prepare

INVITING
FRIENDS
AND
FAMILY

FOR
FRIEND

marriage
invitation

ADD THE
QUATES

12*10 SIZE
CARD

CHOOSE
THE
CORRECT
TEXT

GO TO
CANVA

FELLING
HAPPY

SELECT
SIZW

THEY
EAGRLY
COME TO
THE
FUNCTION

FRIENDS
AND
FAMILY
HAPPY