



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?



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We are working with a non-profit organization to develop a new educational program that will teach people how to evaluate the quality of information online.

We are working with a tech company to develop a new mobile app that will make it easier for people to find and access information on a variety of topics.

We are working with a government agency to develop a new website that will provide citizens with access to information about government services and programs."

It is important to make information accessible in a variety of formats

It is important to make information accessible in multiple languages.

It is important to make information accessible at a variety of price points.

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It is important to make information accessible in a variety of formats and languages. This includes developing text-to-speech and speech-to-text technologies, as well as providing transcripts and captions for videos and audio recordings. It also includes developing translation tools and resources, as well as providing multilingual content.

It is important to make information accessible at a variety of price points. This includes making more information available online for free, as well as subsidizing the cost of internet access for low-income individuals and families.

It is important to teach people how to evaluate the quality of information online. This includes developing educational programs and resources that teach people how to identify misinformation and bias.



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