



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?

Keep it on brand.

The colors,shapes.

Use high quality images.

Choose the right colors .

Pictures,fonts.

White space.



Harini's Group  
Choose on area of focus

Chain of Responsibility pattern.

Focus on what people do.

Positive emotions,like joy or power.

Job rotation ,job simplification.

Every design is a puzzle.

Visceral design ,behaviour design, and reflective design.



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](#)