



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?

TO
CREATE
LOGO

I WANT
SOMETHING
MORE

THAT
WAS
EASY

SIXE IS
MUST

I AM
GETTING
BEST
EXPERIENCE

I THINK ITS
USEFUL



DEVARANJANI
DHARANIKA
HARINI
HAFIYA

CURIOUS

CHECKS
THE
WEBSITE

COMPLETE
PROCESS

MORE
RESEARCH

CONFUSED

FOCUSED



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?