



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?



in this project
Email
champaign has
to be created

a team with
four or five
members
should create.

using
Mailchimp,
champaign
has to be
created

and then edit
your
champaign
in cloud HQ
to publish.

first it is
needed to
learn how to
use Cloud HQ
and mailchimp.

sign in with
Cloud HQ
and choose
the template
as wish.

We thought
Cloud HQ is
easy to create
champaign in
Email.

we log in
cloud HQ and
choose the
Champaign
template

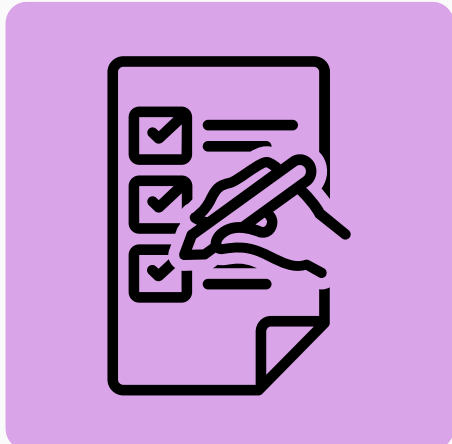
we edit it and
choose
background
color, img,
gradient etc...

Publish
champaign
using gmail
with cloud HQ
extension.

it is little
bit easy to
do with
Cloud HQ.

Everyone in
the team
should learn
to use
Cloud HQ

each should
give some
idea to create
a Email
Champaign.



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?