

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

In their simplest form, a certificate contains a public key and a name

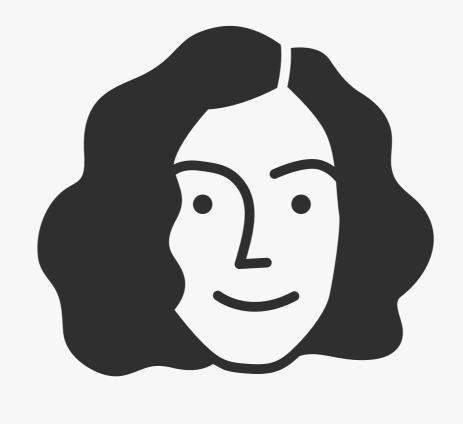
Validation of knowledge

Certification is part of testing, inspection and certification and the provision by an independent body of written assurance (a certificate) that the product, service or system in question meets specific requirements

Certifications are designated credentials earned by an individual to verify their legitimacy and competence to perform a job.

Certificate-based programmes are evidence that lends credibility to your online course and provides proof

Certificates also enable secure, confidential communication between two entities.



CERTIFICATE

A certificate is an official document that you receive when you have completed a course of study or training.

If the web address matches the address on the certificate, the certificate is signed by a trusted certificate authority, and the date is valid, you can be more confident that the site you want to visit is actually the site that you are visiting

Most certificate awards are 8.5 x 11 in, the size of a standard piece of paper. you can demonstrate that you possess certain knowledge, skills and competences, and prove that you meet a specific set of standards or requirements

a document containing a certified statement especially as to the truth of something.

it identifies the holder and provides other important information

Feels

The Project
Completion
Certificate is a legal
document that is
issued after the
builder states that the
project/property
construction has
been completed as
per the approved
building plan



What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



