



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?

Free Access

Learning Opportunities

Global Reach

Creative Expression

Entertainment

Social Sharing

Educational Platform

Career Opportunities



IMMORTALS
WE ARE INTELLIGENTS

Popular

Money Earning

Fear of Failure

Pressure to Perform

Marketing

Content Creation

Comparison

Curiosity



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](#)