



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?

I need a
reliable
platform for
online
learning

"I want to
excel in my
studies and
need quality
resources

prepration in
maintenance of
zoho book for edu
connect of learning
center
mathavan
arun kumar
gajendran
santhosh kumar

Searches for
courses, watches
video lectures,
takes quizzes,
and seeks help
from tutors.

: Frustration with
confusing topics,
motivation to learn,
and possibly some
anxiety about
exams



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?