



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?

grapic
designing

Discusing
Project
Progress

*functional
tools*

design
principles



A.DEEPA PEROTIONAL INVITASATION

Adding
protued image

creating visual
content

lack of design
skills

Motivation



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](#)