



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?

WHATSAPP

PHONE

FACEBOOK

INSTAGRAM

LAPTOP

TABLET

TELEVISION



CREATING SOCIAL MEDIA POST

TEAM 2
M.KAVIYA
V.MAHALAKSHMI
A.MARIA JENISA
P.NAGAJOTHI

BUSINESS POST

POLITICAL ADVERTISEMENT

ENTERTAINMENT

CINEMATIC POST

HAPPY MOVEMENT

FRUSTRATION

ANXIETIES



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