



**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?

LIKE TO USE  
PHONE

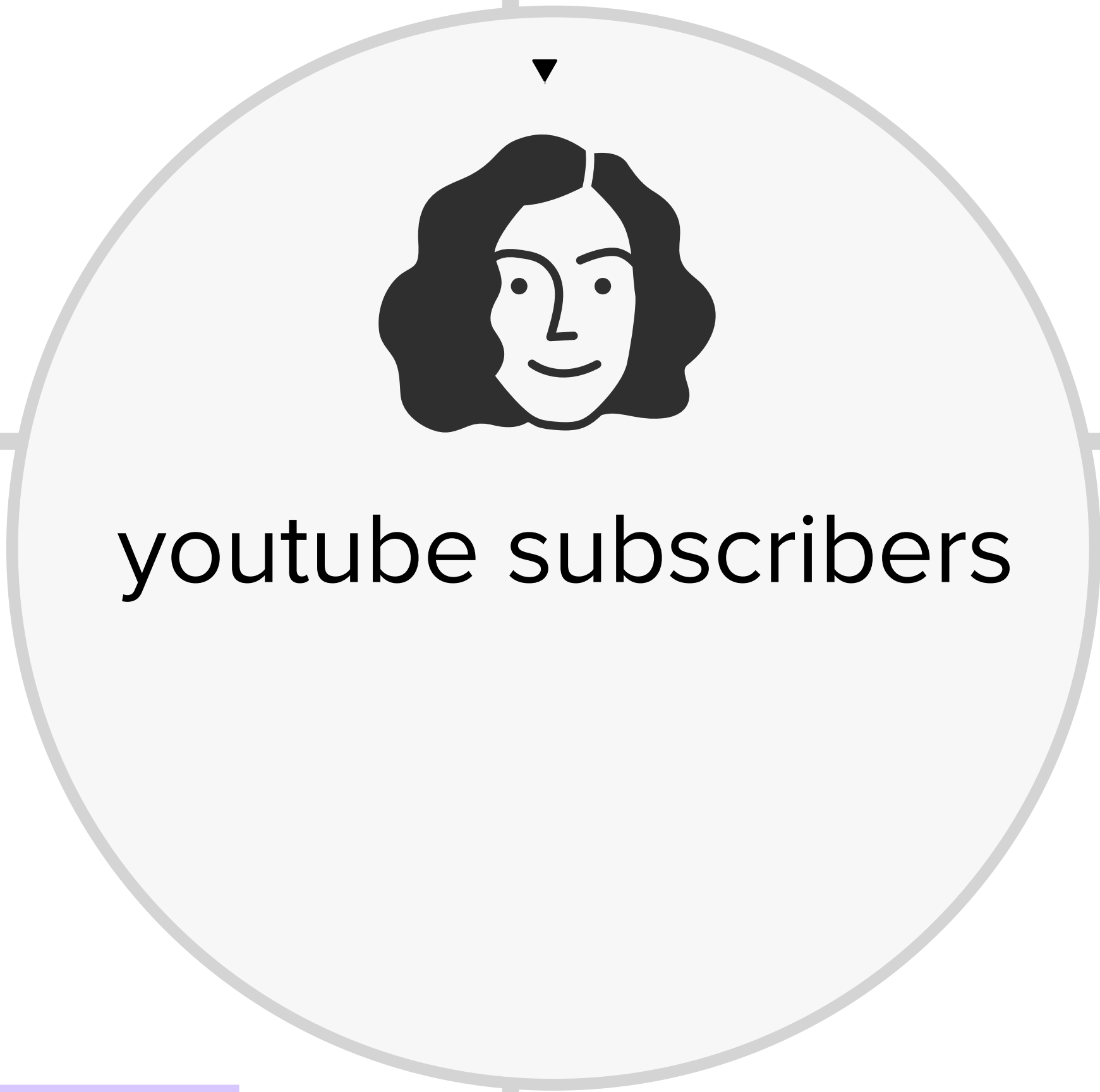
NEED MORE  
HARDWORK

I WANT TO  
WORK  
MORE  
QUICKLY

WHY IT IS  
SO HARD?

MORE  
CONSISTENCY

WANT TO  
GRAP THE  
PEOPLE  
ATTENTION



MAKES  
GOOD  
CONTENT

MORE  
PATIENCE

EXCITEMENT

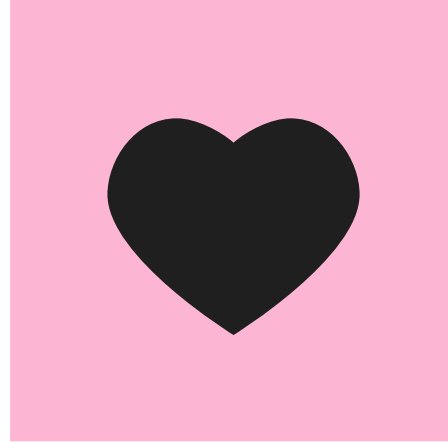
POST  
DIFFERENT  
CONTENT  
VIDEOS

CURIOSITY

HAPPY



**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?