



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?

Accuiring knowledge

very attractive content

Their information is useful

voice should be increased

video clarity should be increased

Duration should be increased

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Editing is annoying

need a simple way to share a information

Too much advertisement

feels good

excited to watch

It makes me awesome



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](#)