



Says

What have we heard them say?
What can we imagine them saying?

What do your target audience say about Instagram Reels?

What actions do they take when scrolling through Reels? Do they like, comment, or share?

What other content do they see in their Instagram feed?

What are their surroundings when they typically engage with Reels? Are they at home, on the go, or at work?



Does

What behavior have we observed?
What can we imagine them doing?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What are their thoughts and feelings when they see Reels?

What are their motivations, desires, or frustrations regarding Reels?

What do they hear from their friends, influencers, or experts about Instagram Reels?

What advice or opinions do they listen to regarding Reels?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

CREATE A REEL DESIGN
USING CANVA
Short-Form Video Content
Canva Integration:Creative
Flexibility
Ease of Use
Engagement
Tutorials and Resources

[See an example](#)