



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?

"I need a reliable platform for online learning

I want to excel in my studies and need quality resources.

preparation & maintainance of ZOHO books for edu connect learning center

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Searches for courses, watches video lectures, takes quizzes, and seeks help from tutors.

Frustration with confusing topics, motivation to learn, and possibly some anxiety about exams



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?