



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?



**Priya B**  
Designing Visually  
Appealing Certificate  
for a debate  
competition using  
canva-  
NM2023TMID20350

It's  
eyecatching

Colorful and  
Atracting

It could be  
Better

They want it  
should be  
Useful

They think it  
will be  
helpful for  
them

They may  
think it is  
notuseful



It will cater  
their needs

They will use  
it for their  
Carrier  
Development

They will  
use it to  
upgrade  
them

They may  
think it can't  
be used

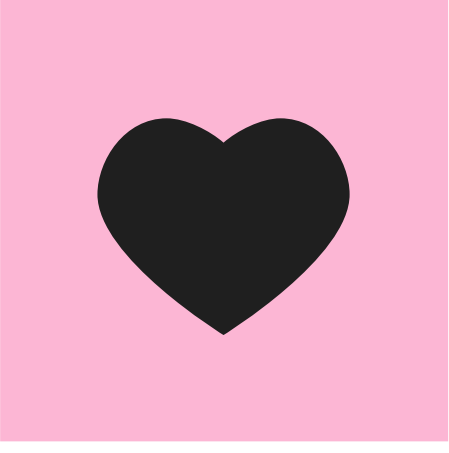
They may  
feel it could  
be look  
better

The certificate  
may not be  
useful for them  
Thy may think



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?