



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?

Creating
Resume

Add
educational
qualification

Get High
Salary Job

Aplay
for job

Add Extra
Cricular
Acivity

Add
Personal
information

Creating
Resume
For JOB

Type All Educational
Personal
Information,Extracircular
Information

Open Canva

create
High Rank
profile

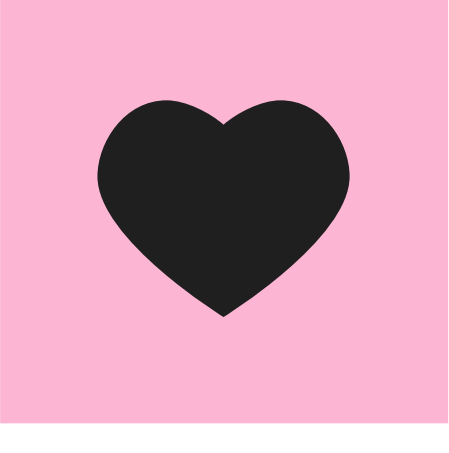
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Get High
Salary Job

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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?