



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?

well
designed

more
attractive

effective aid

easy to
understand

more
attention

Decrease
space
&increase
promotion



multiple
perspectives

share intent

critical
thinking

improve
memory
retention

create
visual aids

activater
discussion



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?