



Says

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

We creates
the certificates
to attract the
acheivers.

we makes a
curiosity to
the
acheivers

we fullfil the
users need



Thinks

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

Their name
will be
include

They feel very
happy to their
performance
whenever
they saw

They feel
proud
whenever they
saw the
certificate

ACHIEVERS

we observed
the acheivers
need

They keeps
the
certificate
carefully

They will be
proud of
their
performance

In the future
it will make
more
stronger

It will
encourage
the next step
of
acheivement

The
certificates
creates their
best in the
next step



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?

[See an example](#)