



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

easy to  
understand

effective aid

more  
attrative

ecrease  
space and  
increare  
promotion

more  
attention

improve  
memory  
reteninon

critical  
thinking

multiple  
perspectives

share intent

create  
vishal aid

activate  
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?