Thinks Says What are their wants, needs, hopes, What have we heard them say? What can we magine them saying? and dreams? What other thoughts might influence their behavior? People should be thrilled by This new idea this aspect Very simple helps people in and it should and not at all easy engage them communication complicated more It is to be able to chat either as a group or with one The idea of person connecting with a simple The only goal is chat app literally to communicate amazes people easily at the same time achieving privacy **PEOPLE USING CHAT** CONNECT People always likes The fear of to keep it our chats simple not being private we can imagine a lot of Fear of not exposure to knowing if people all our chats and contacts Keeping it are secure Frustrations private and at not relief at being knowing will able to even the app work delete some even without chat internet **Feels** Does

What behavior have we observed?

What can we imagine them doing?

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?