



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?

"I'm feeling overwhelmed with work."

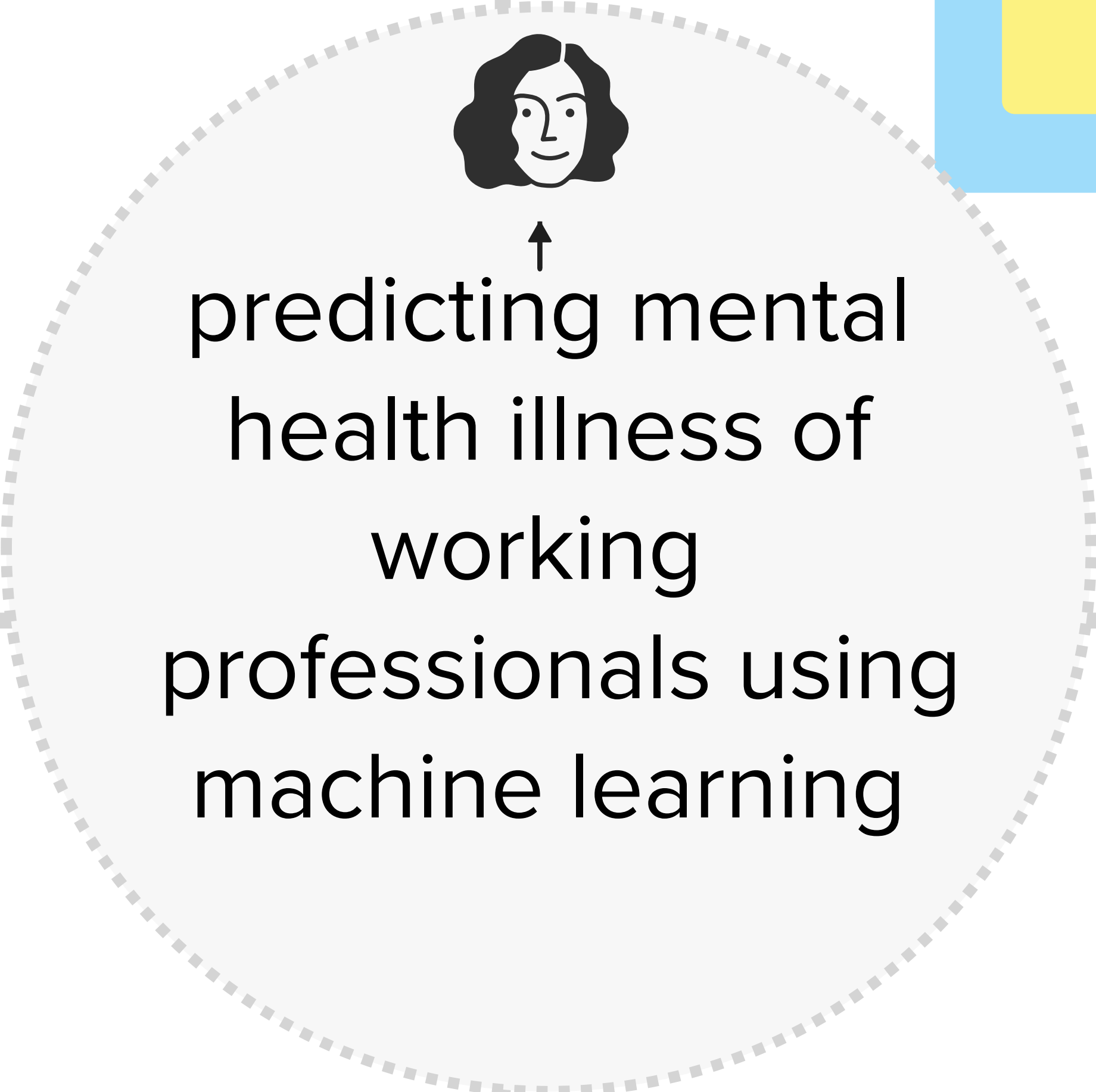
"I'm worried about my mental health but don't know where to turn."

"We need better tools to support our employees' mental health."

"We want to build an accurate predictive model."

"We must ensure employee well-being and a productive workplace."

"Can we create a model that respects privacy and provides valuable insights?"



Seek support from colleagues, try to manage their stress, or engage in self-help activities.

Explore well-being programs and solutions, collect data for analysis.

Anxiety, stress, and uncertainty about their mental well-being.

Collect and analyze data, develop predictive models, and conduct research.

Concern for their employees' welfare and the company's success.

Enthusiasm for developing a solution that can make a positive impact.



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](#)