



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 WAS
EXPECTING
SOMETHING
DIFFERENT

I WANT
SOMETHING
AWESOME

GIVE A CLEAR
AND UNIQUE
SOCIAL
MEDIA POST

YOU HAVE THE
PLATFORM TO
SEARCH AND
INTERACT WITH
THEM .

WHAT ELSE
AM I
MISSING

MAYBE THIS
POST ISN'T
THE BEST

desining visually
apealing certificate for a
debate competition
using canva

GIVE A
ATTRACTIVE
CAPTION

PHOTO WITH
HIGH
RESOLUTION

UNDERSTOOD
THE MEANING
AND PURPOSE
OF THE POST.

MUSIC AND
SOUND
QUALITY

OVERWHELMED
BY THE UNIQUE
POST IDEAS

FEELS
INADEQUATE



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?