



Says

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

That was
too easy to
create.

I really like
that
features.

I want to
able to work
more
quickly.



Thinks

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

Is this
design
looks good?

How I make
design
more
beautiful?

Is I wrote a
correct
information?



Make
Decisions.

Save
projectstand
share with
team.

Complete
processes.

Focused

Excited

Confused



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?