



Says

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

It has to be
Appealing

It's Short
and Simple

It should be
Informatic



Thinks

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

They want it
to be User
friendly

They think it
will be
helpful for
them

They may
think ,it will
not be
worthy



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They are
Satisfied

It fulfils their
needs

They will
follow what
they learnt
from this

They may
fear about
The details
given are
trustworthy

It might miss
leed them to
wrong side
,They may
feel.

They may
suspect the
content
Provided is
correct or not



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?