



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 participated in a debate competition."

"I want a certificate to commemorate my achievement."

"I hope the certificate looks professional and well-designed"

"The design should capture the essence of debating and critical thinking."

"The certificate should reflect the theme of the debate and its importance."

"I want to proudly display the certificate to showcase my accomplishment."

Search for templates on Canva that match the theme of the debate competition

Customize the template with my name, date, and other details.

Preview different fonts and color schemes to make the certificate visually appealing.

Excited about receiving a certificate as recognition for my participation.

Proud to have a beautifully designed certificate that symbolizes my involvement in the debate.

Hopeful that the certificate will remind me of the skills and knowledge gained through the competition



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?

