



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?



**social media**  
team members  
R.Veeragurunathan  
A.Thirumalai  
R.Vignesh  
M.Vimal

to know  
share shine  
and celebrity  
in the media

anyone  
misues the  
social media  
in the wrong  
way

now a days it is  
very common  
for everyone to  
share their  
feelings

everyone  
want to  
become fame  
popular in the  
society

good and bad  
things are  
surrounded in  
the world

create and  
upload i a  
unique way

Space-locators (only  
location sensitive):  
Exchange of messages with  
relevance for one specific  
location, which is tagged to  
a certain place and read  
later by others (e.g. Yelp,  
Qype, Tumblr, Fishbrain)

the most efar  
tink is someone  
misues our post  
by asks our ID

to reviw the  
comments in  
good or bad. can  
we eittheir we or  
not in social  
media post

Space-timers (location  
and time-sensitive):  
Exchange of messages  
with relevance mostly for  
one specific location at  
one specific point in time  
(e.g. Facebook  
Places, WhatsApp, Telegr  
am, Foursquare)

Quick-timers (only time  
sensitive): Transfer of  
traditional social media  
mobile apps to increase  
immediacy (e.g. posting on  
Twitter or status updates on  
Facebook)

Slow-timers (neither  
location nor time sensitive):  
Transfer of traditional social  
media applications to  
mobile devices (e.g.  
watching a YouTube video)



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?