



Says

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

I want a certificate that feels special

Its should reflat the effort I put into the competition

I want it to look professional and impressive



Thinks

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

This certificate should be a token of my hard work and skill

I hope it stands out and makes me proud of my achivment

It would be great if its unique and not like any other certificate

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Age : 19
Occupation : Studing

Display the certificate prominently

Share it on social media

Keep it As a memanto

Pride

Excitement

Achivement



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?