



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?

Individuals express confusion about data-related topics and seek guidance to understand complex information.

People often voice their struggles in comprehending data-related concepts, seeking assistance to navigate through the complexity.

People are curious yet uncertain about interpreting data accurately and using it for informed decisions.

People feel intrigued yet daunted by the world of data,wondering how to effectively interpet and utilize it.

Many express challengeswhen dealing with data,admitting they find it difficult to understand and analyse.

Individuals feel a mix of curiosity and intimidation, questioning their ability to make sense of data and its implications.



Frustration turns into empowerment as understanding data brings a sense of accomplishment and confidences.

Initial confusion may lead to frustration,but as they gain proficiency,a sense of mastery and self-assurance grows.

They learn through workshops, courses, and practical exercises, collaborating with others to enhance data literacy.

They seek out courses,workshops,and practical exercise to enhance their data literacy,often collaborating with peers.

Engaging in workshops, courses, and hands-on practice, they actively work on improving their data literacy skills.

While initial confusion may lead to frustration, the eventual understanding of data brings a sense of achievement and confidence.



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?