

THINKS

- Can these stories inspire me for posting something on my social media?
- I want vibrant visuals and animations.

FEELS

- Excited by visually dynamic content
- frustrated by dull visuals



Sara

SAYS

- I love platforms that are just fun to look at.
- I want something cool for inspiration.
- If it's boring I probably move on.

DOES

- Interacts with platforms that are visually appealing
- avoid websites that don't feel fresh