

THINKS

- I hope website has animations and colorful designs.
- If it's all texts I probably won't enjoy it.
- Is it going to be fun and engaging?

FEELS

- Happy when she sees visually appealing content.
- Bored or disengaged with text-heavy and static platforms.



SAYS

- I want something that feels fun and magical.
- If the stories are boring I will stop reading.

DOES

- Looks for story-derived websites with interactive features.
- Loses focus quickly if the content is static.