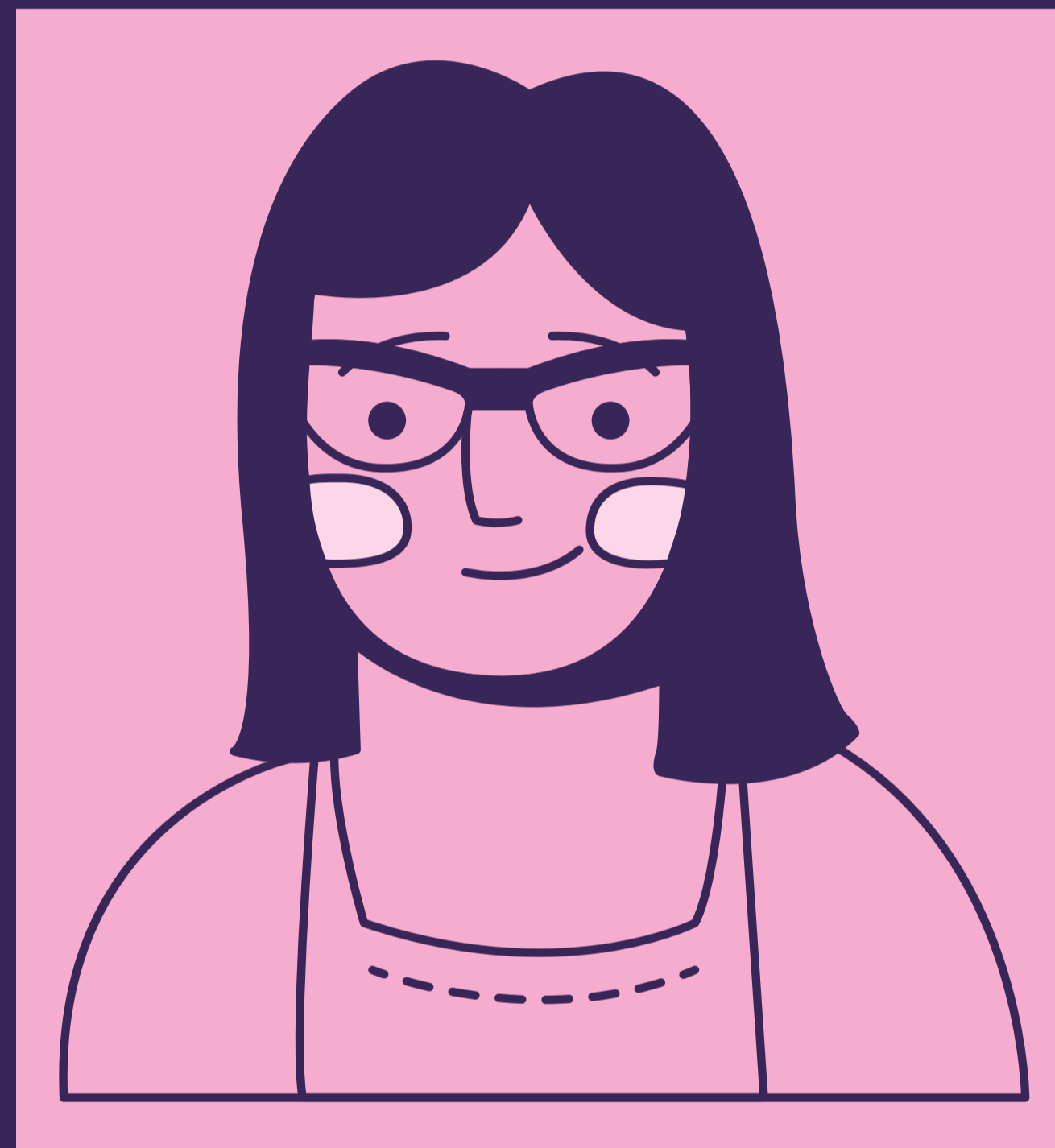


## THINK & FEEL

- Wants practical takeaways she can apply immediately
- Concerned about credibility and accuracy of information
- Feels impatient with theoretical content that isn't actionable

## PAIN POINTS

- Theory-heavy content without clear application
- Unreliable or unverified sources
- Time wasted on non-actionable content



**DANA MARINA**

## SEE

- Case studies, design blogs, practical guides
- Multiple sources for verifying information
- Work examples from peers or senior designers

## SAY & DO

- Says: "I just need actionable tips I can use"
- Scans headings and subheadings
- Compares content across sources before applying