

THINK & FEEL

- Wants clear understanding of design concepts
- Worried about missing key points for assignments
- Feels frustrated with long or dense content

SEE

- Online articles, lecture slides, assignment briefs
- Websites with examples, visuals, and summaries
- Classmates struggling with the same concepts



SAM LERNERS

SAY & DO

- Says: "I need simple examples to understand this"
- Skims content, focuses on headings and visuals
- Takes notes while reading, revisits key sections

PAIN POINTS

- Dense text without visuals or examples
- Difficulty maintaining focus on long paragraphs
- Lack of structured, scannable content