

1. WHAT DO THEY HEAR ABOUT SPORT & EXERCISE?

(from friends, family, teachers, coaches, influencers?)

2. WHAT DO THEY SEE WHEN WATCHING SPORT & EXERCISE?

(what does she see in her environment
and in the media, what does she see
others saying and doing?)

3. WHAT DO THEY SAY ABOUT SPORT & EXERCISE?

(what have we heard her say, what can
we imagine her saying?)

4. WHAT DO THEY THINK & FEEL ABOUT SPORT & EXERCISE?

(what is important to her, what occupies her thoughts, what are her worries and aspirations?)

5. PAINS

(what are her fears, frustrations and obstacles)

6. GAINS

(what are her wants, needs and hopes)