

Says

What have we heard them say?
What can we imagine them saying?

The current website is changing while working on it

When users search any content it will auto correct it and it gives wrong content or information

Due to network error the website will become reset sometimes



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



To obtain relevant result that we search

Not to save search history from the customer

Searched cotent should not distracted into other unwanted website



A2G5

Make it easier and user friendly

Competitors
website will
takes place to
take over our
customer

Customers were expecting to clear their struggles while using our website

information disclosure leads customer to lack of trust

Displaying
unwanted
information during
emergency time
makes frustation
on them

Automatic change in website make cutomer annoying



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



