



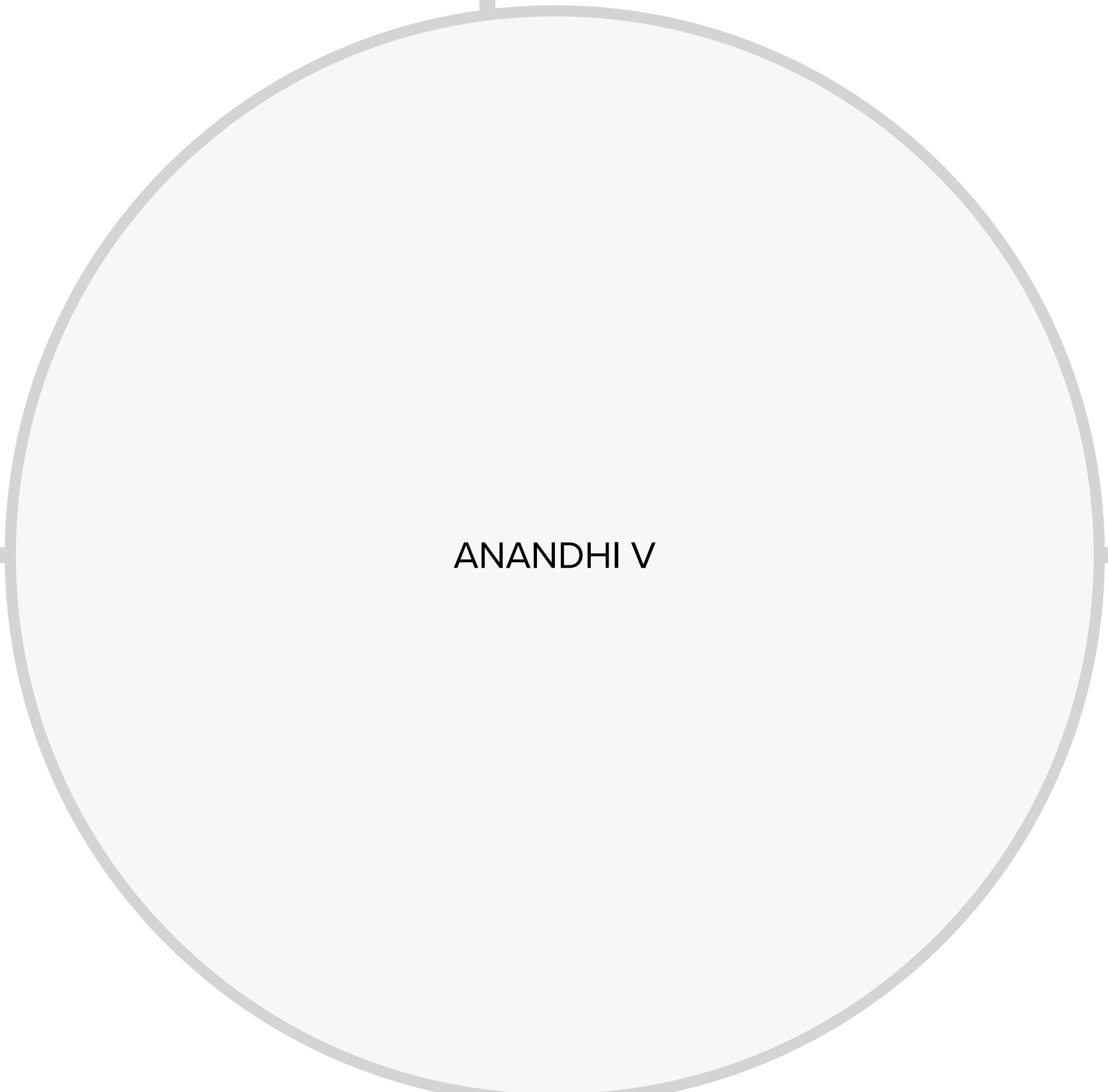
Says

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



Thinks

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



"I am allegiant to Delta because I never have a bad experience."

"I want something reliable."

"I don't understand what to do from here."

"This is really annoying."

"Am I dumb for not understanding this?"

. However, pay special attention to what users think, but may not be willing to vocalize.

Refreshes page several times.

Shops around to compare prices.

The Does quadrant encloses the actions the user takes

Uncertain and anxious

Overwhelmed with information

Unable to trust



Does

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



Feels

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