

Says

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

i am allegiant to delta because i never have a bad experience

I don t understand what to do from here I want something reliable



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



Try to understand why they are reluctant to share are they unsure self conscious polite or afarid to tell other something?

This is really annoying

Am i dumb for not understanding this?

What occupies the user thoughts?



arun's team

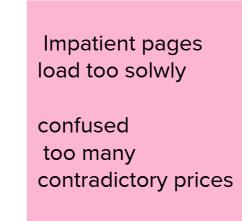
Preparation and maintanence of zoho books for urbanaura interiors

From the research what does the user physically do?

How does the user go about doing it ?

Refreshes page several times

shops around to compare prices



seemingly
positive action
but negative
quotes or
emotion coming
from same user

Worried they are doind something wrong



Does

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

See an example

Feels

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

