

Says

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

User should say
about seamless
experience
(Speed,response)

User should
speak about
ease of use.
(UX)

User should
say about
pleasant
Interface (UI)

User should
say about
versatility
(diverse
content)

Thinks

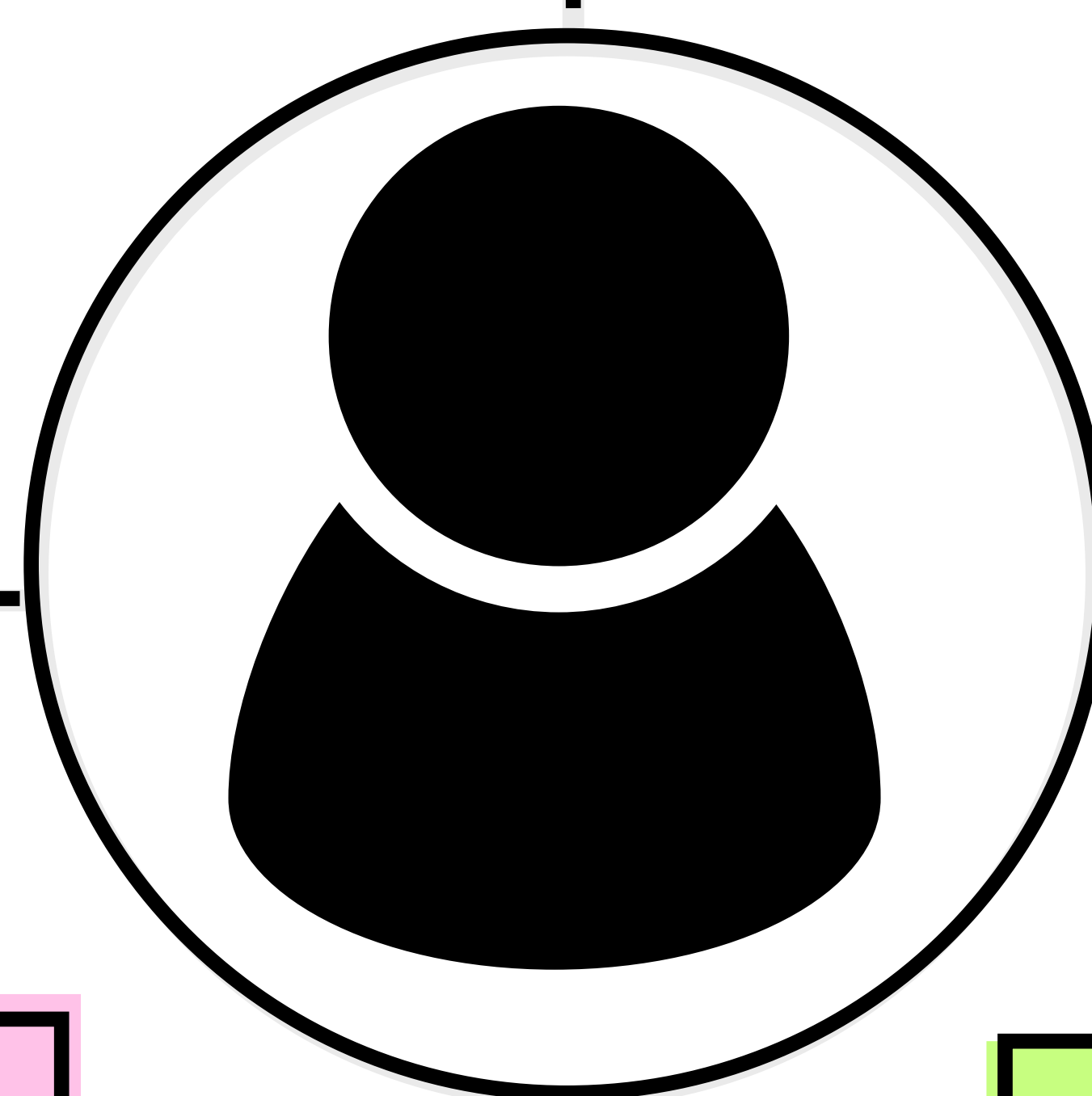
What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

User should
think of
recommending
product

User should
think of
subscription

User should
think of our
app over
rivals

User should
think of
upgrading
plans for more
content



User should
do frequent
visits

User should
register for
subscription

User should
entirely rely
on our source
for the feed

User should
trust our
source

User should
feel speed

User should
feel ease of
use

User should
feel free
from spam
and ada

User should
feel relaxed

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?