

Says

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

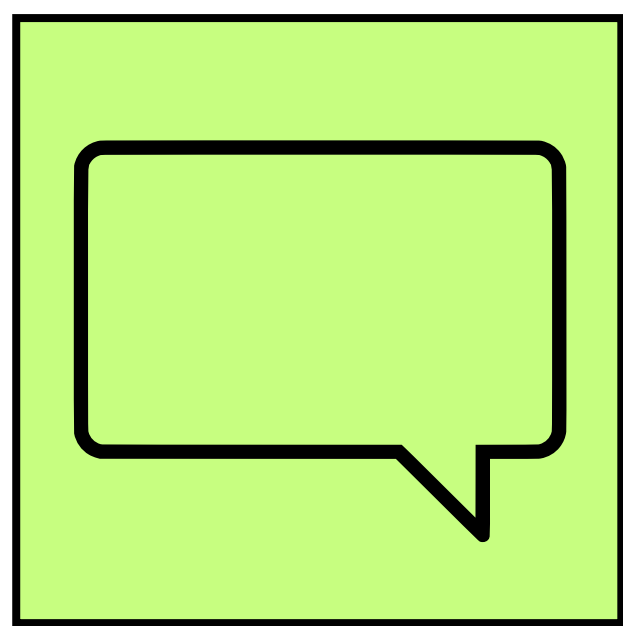
I don't understand this feature

The feature will work very well for me

This usage was also on another page

I was expecting something different

I want something reliable



Thinks

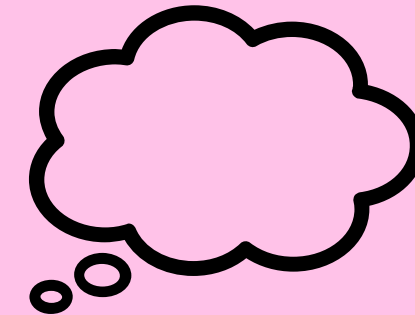
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Questioning too much time?

What is best for me?

Will this feature change in the next update?

What else am I missing?



USER

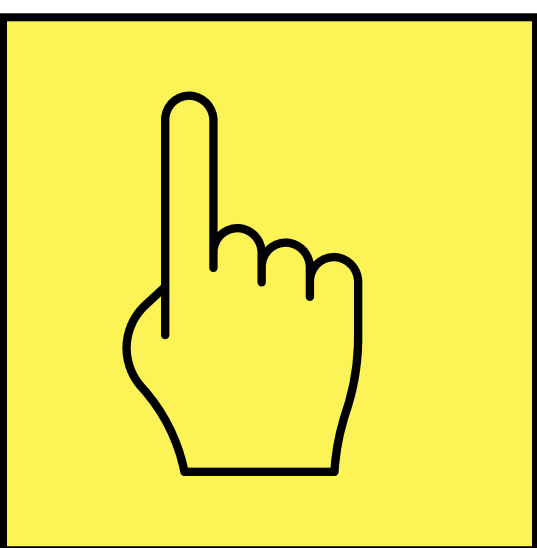
Updates the application

More research

Searches to compare products

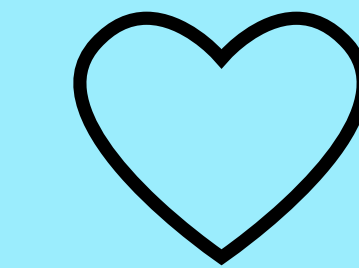
Refresh and check the website

List pros/cons



Anxieties: How does the app affect battery performance?

Frustrations: Slow loading of pages



Curious: What other feature came with the update?

Aspirations: Satisfied user experience

Fear: Will the user reach ultimate goal?

Feels

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

Does

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