



Define

Say-Do-Think-Feel

Instructions: For each of the interviews you conduct, fill out the grid below. What did you hear the user say? See them do? From these, what can you infer about what your user thinks and feels?



Say

"My daughter is an avid reader & follows authors' blogs"

"I used to go to the library with my daughter all the time"

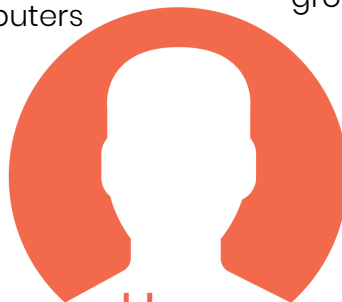
"She goes straight to the computers at the library"



Think

"If my daughter doesn't love the library anymore, does that mean that she doesn't love learning anymore?"

"Am I losing my little girl? She's growing up so fast!"



User

Fidgeted when asked about going to the library alone.

Looked down when she was talking about today and up when talking about her memories in the library.



Do

Nostalgia for the days when her daughter loved going to the library.

Excitement about her daughters' current interest in authors.

The library isn't set up for someone like her daughter, who isn't drawn to books



Feel