



Says

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

"I Liked that
it stored my
profile"

"This was
easier the
last time I
used it"

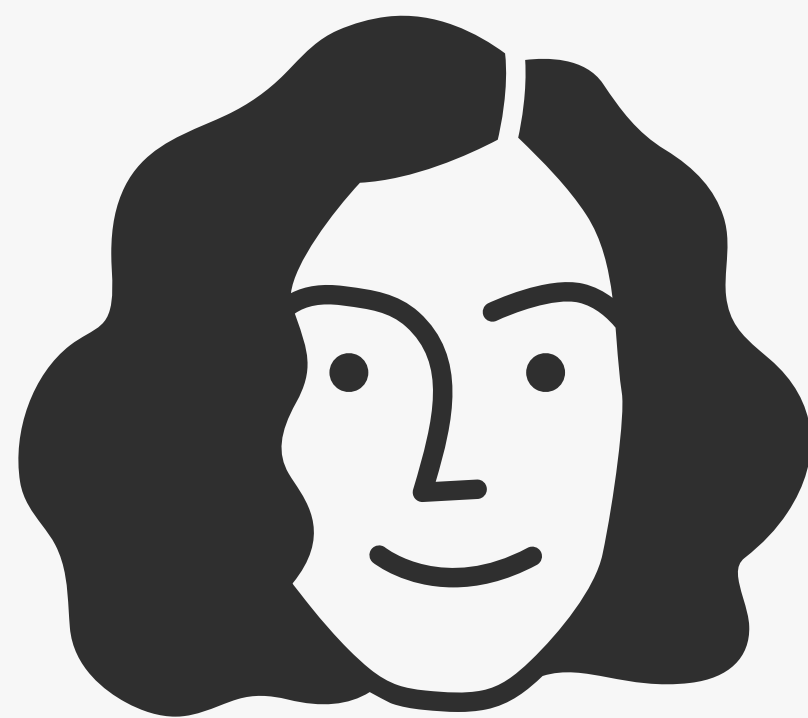


Thinks

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

I'm not sure
what to de
next

The ads on
the page are
distracting



Balu
Customer business
card

Refreshed
the poge to
make it load

Hit back
button
instead of
'previous

Confused

Exited



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?