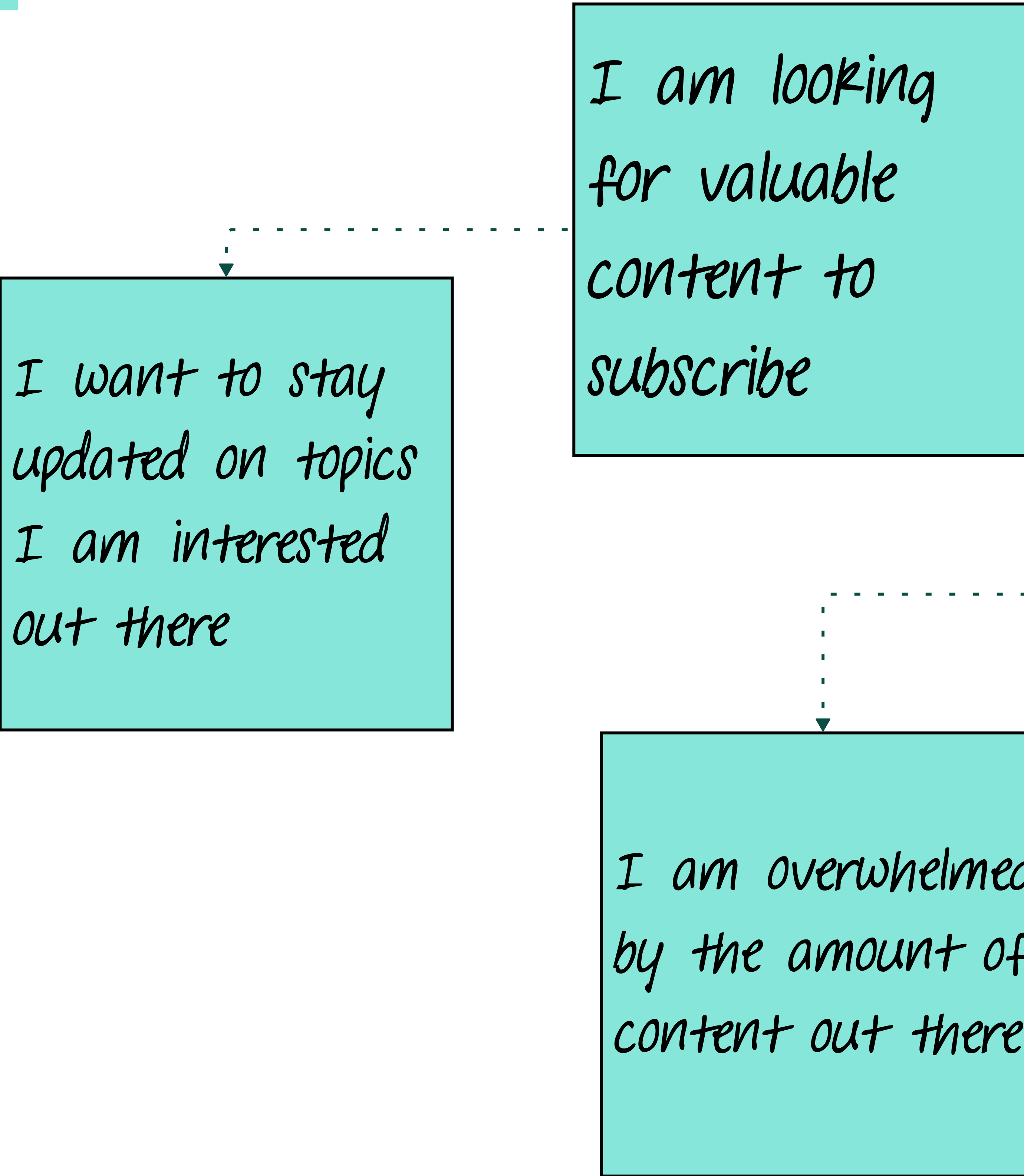




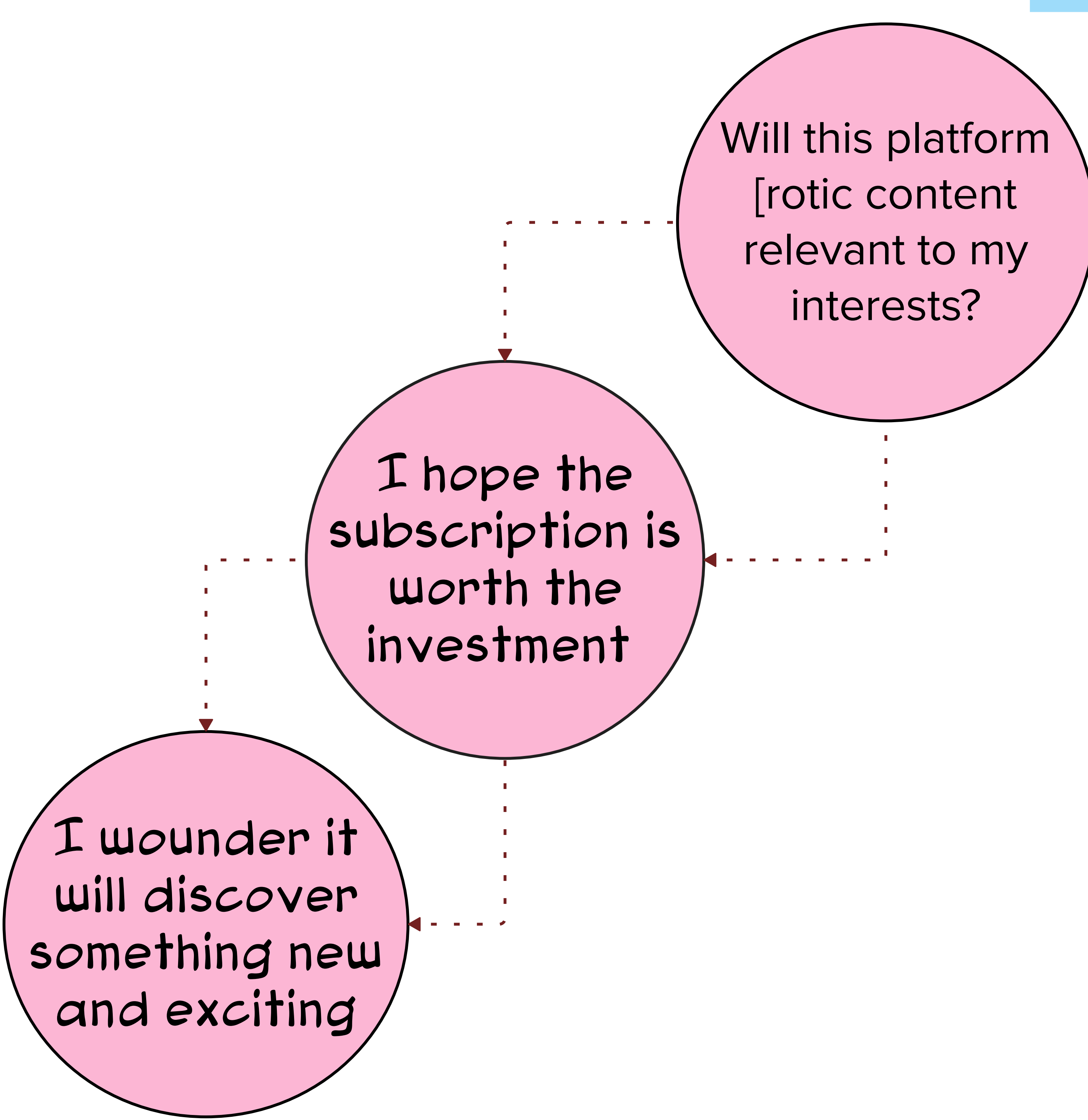
Says

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

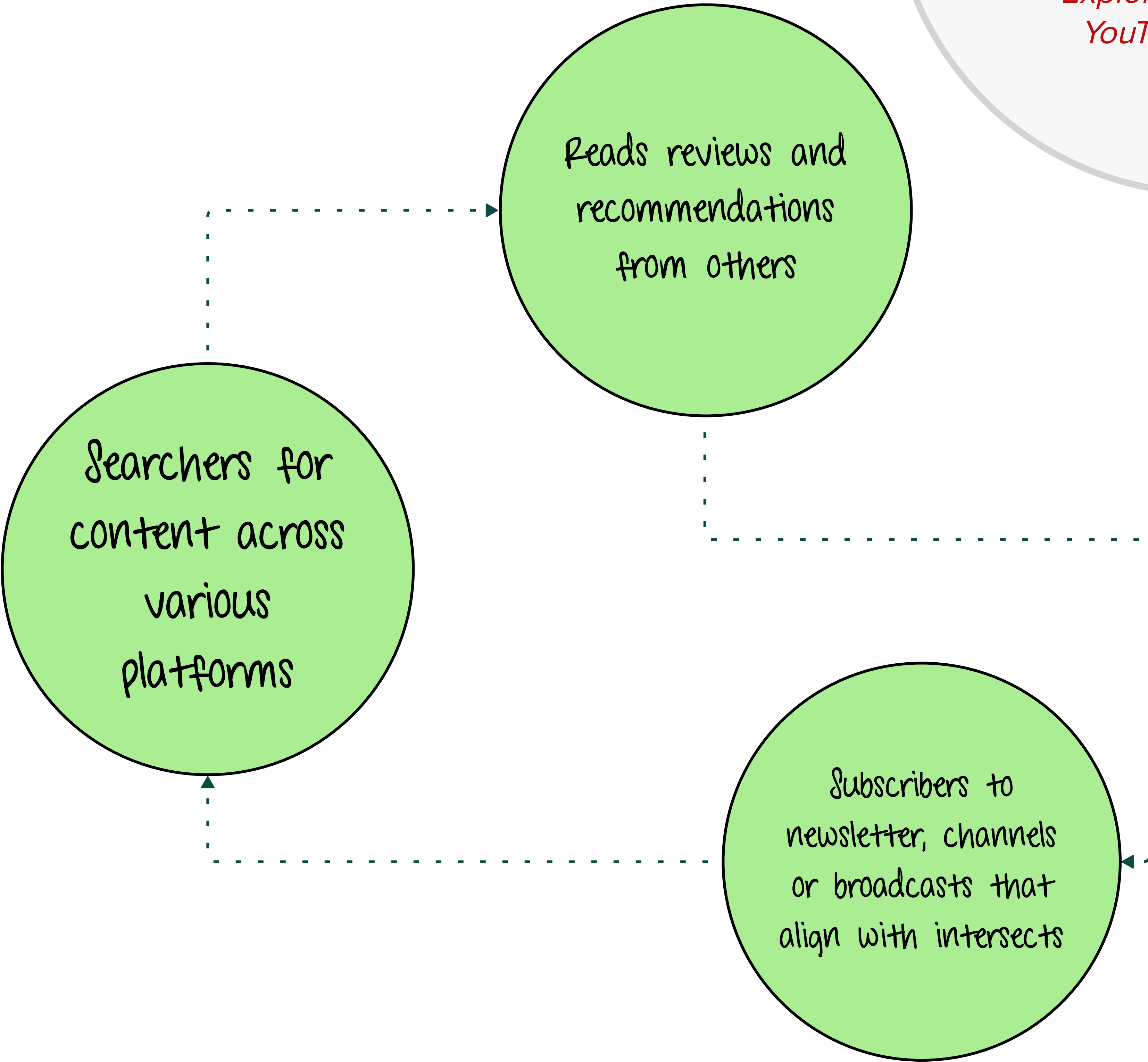


Thinks

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



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Excited about discovering high quality content

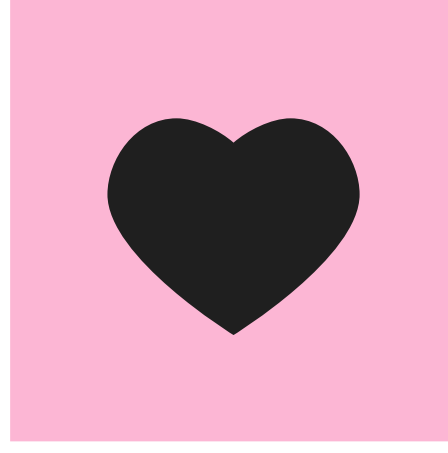
Frustrated by irrelevant or low-quality content experience

Anxious about missing but an important information



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?