



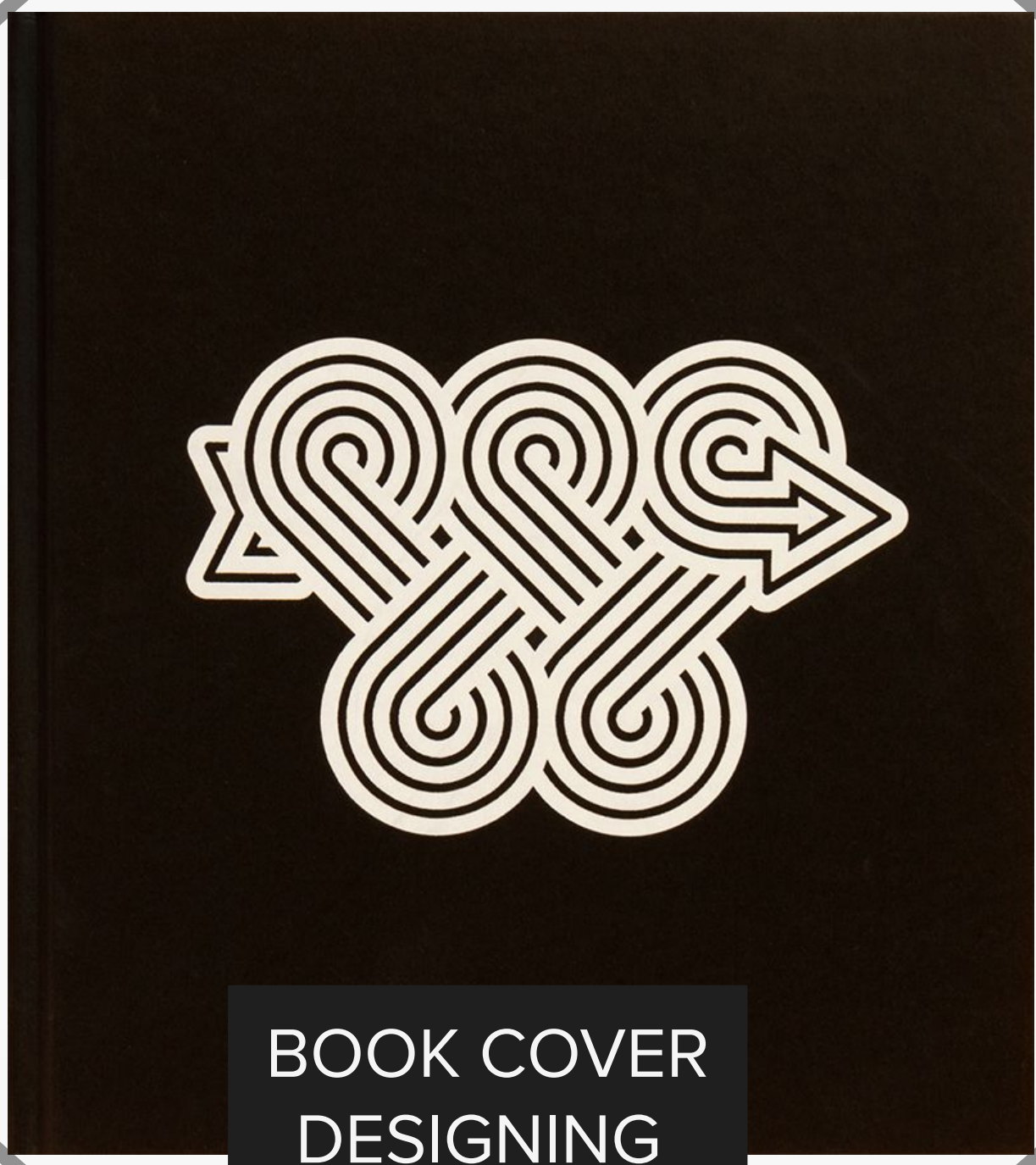
Says

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?



*"I am allegiant to Delta because I never have a bad experience."*

"I want something reliable."

"I don't understand what to do from here."

"This is really annoying."

"Am I dumb for not understanding this?"

The Thinks quadrant captures what the user is thinking throughout the experience

Refreshes page several times.

Shops around to compare prices.

The Does quadrant encloses the actions the user takes.

Impatient: pages load too slowly

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Confused: too many contradictory prices

Worried: they are doing something wrong



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?