



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

From 1000s
of users, identify
the most common
and interesting
quotes about
right notice

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Thinks

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

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Optimizing Right Notice Decisions:
Thought Machine Learning Prior Predictions



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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?