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

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



Thinks

I want to learn a new language sol can communicate with people from other cultures."

I'm so tired. I can't believe how much work it is to take care of a baby.

I want to learn. I'm struggling with this math problem.

"I'm excited to learn a new language, but I'm also a little bit nervous. I'm not sure if I'll be able to do it."

I'm not sure how to do this. I'm worried about failing this class.

I'm worried that I'm not doing a good job. I'm not sure how I'm going to manage everything.

"I take online courses, watch foreign films, and practice with native speakers."

I'm constantly checking on the baby. I'm trying to keep up with the housework and

cooking.

This quadrant captures the user's actions and behaviors

..Unveiling Market Insights: **Analysing Spending** Behaviour and Identifying Op.

> I'm overwhelmed and exhausted. I feel like I'm always running behind.

Frustrated. Anxious.

This quadrant captures the user's emotions and feelings.



Does

What behavior have we observed? What can we imagine them doing?





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



