

Thinks

lam concerned about my dog getting the right nutrients in her kibble

. I loved the profile colors and icons i can choose from

. I showed up at the store and it was so overwhelming. There were way, way too many choices and kinda freaked out

> when they take with people, what attitude do they convey?

Do they shop around for multiple options or price, or settle for the first item they find?

Does

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

l am just an idiot, or is the app really confusing?

This from is super annoying.... there are so many fields

Oh man, that was easy! I'm gladthis disn't take up much time.

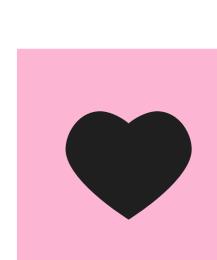
Frustarted: the checkout process has too many steps

.confused: too many similar products with poor distinctions.

Anxious: the payment confirmation is taking too long to appear.

Feels

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



Do they behave differently when performing a task aroud other people then when alone?

what stmuli or information changes their behaviour?

See an example