

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?



The says quadrant contains what the user says.

OUT loud in an interview or some.

THE thinks quadrant captures what the user is thinking.

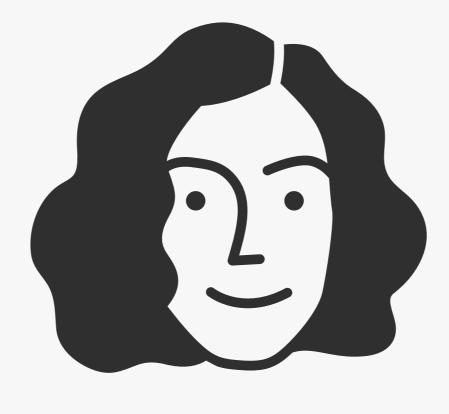
THROUGHOUT the experience.ask yourseis (from the qualitative research gathered).

other usability study. ldeally, it.

contains verbatim anddirect quotes from research.

WHAT matters to the user? it is posstble to have the same content in boyh says an thinks.

TRY to understand why they are reluctant to shart-are they unsure ,selfconscious,polite, or afraid to tell others something.



ASHOK G Short summary of

the persona

THE feels OFTEN quadrant is represented as an adjective plus the user's asshort sent ence emotional for context. state.

THE Does quadrant e ncloses the actions.

WHAT does the user physic ally do.

HOW does the user go about doing

THE user

research.

the

takes. from

ASK yoyrself: what worries the user.

WHAT does the user get excited about? how dues the user feel about the experience.

Feels

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?

