



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?

Two different perspective

They are not ideal

Collection making the travel

When people contextual

Calculator the utility for all

Decision making the travel

They are not ideal and are not able to calculate

The utility for all the possible alternatives



Walking in not just a physical movement but also is a form of activity

Is a form of excess a social family memory

Traditional economic on the utility evaluation and come up with the expected

The rules of utility maximization

The utility function on the best alternative outcome will be smaller

Subject experience of being

In addition of the traditional

Presence also known as refers to subjective



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?