There's not

enough info

on the

website

This process

take way few

long

The ads on

the page

distraction

are

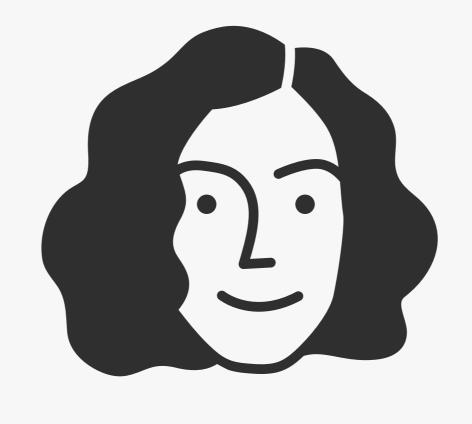


want something valiable

l was expecting something different

need something

fast



Persona's name

Short summary of the persona

refreshces page several times

The user opered up a new window to look for additional information

Searches for back button frequently

pages load too slowly

overwherlmed toom many desicion to make

I wonder if this is indicative of the quality of the product

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?



