**Thinks**
- Why is it so cold in here?
- What are all these buttons for?
- How do I get back to the main screen?
- Why is this so complicated?

**Feels**
- Annoyed by the complexity of the thermostat
- Frustrated by all the buttons
- Cold in the apartment that is below room temperature

**Says**
- "What's the difference between system and fan?"
- "All I need to be able to do is set the temperature or turn off the AC."
- "Which rooms does this thermostat affect?"

**Does**
- Only wants to use the arrow buttons and the system switch.
- Has no idea what to do when asked to create a temperature schedule.
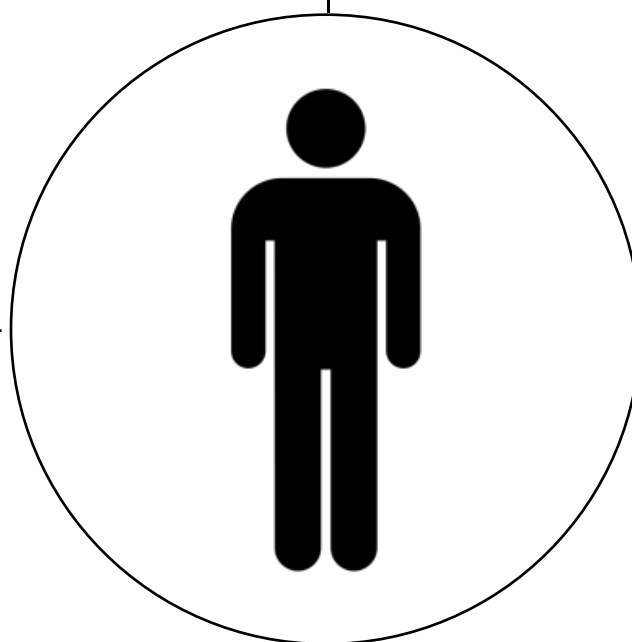- Becomes worried he created an undesirable schedule that will cool the apartment at night

**Figure 1: Cold Colin is a college student who likes to keep his apartment above 70 degrees Farenheit and lives with roommates who often set the temperature below 70. The interface has too many options, does not provide context for which rooms are affected, provides inadequate visual feedback, and ultimately feels like a dated technology when compared to any modern technologies that he uses on a daily basis.**

**Thinks**
- This is way too complicated.
- How do I turn it off?
- This is so bad for the environment.
- I would only ever use this if it was below 60 degrees in here.

**Feels**
- Indifferent about the room temperature if it's anywhere near room temp
- Slightly annoyed at the existence of the AC
- Frustrated that the thermostat was on when she didn't want it to be.

**Says**
- "How do you turn it off for every room?"
- "Why are there so many buttons?"
- "What's a temperature schedule?"

**Does**
- Always remembers to turns off the thermostat
- Would only turn on the heater if it was freezing, and pushes the wrong buttons.
- Gets annoyed after clicking the wrong button and anxious it will remain on when she doesn't want it to be on.

**Figure 2: Environmental Edna likes to keep the AC off in the apartment and doesn't mind if the apartment gets above or below room temperature. The interface is too complicated and makes her want to keep it off even more. She is a user by default of living in an apartment with a pre-installed AC unit who would prefer not to be a user.**