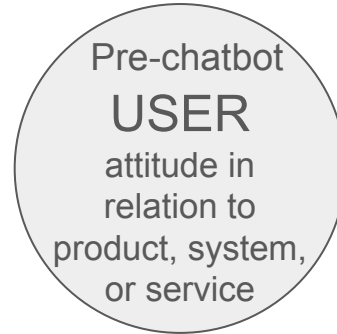## Feels (visceral)

Interest - What does this bot do, what can it do for me specifically?
Curious - How accurate is it going to be? Will it be able to actually assist me in my work?
Stress - Other resources are unavailable, will I be able to rely on this one?

Does (behavioral)

If students want to study at midnight, they have the flexibility to study on their own time. If they don't feel comfortable enough to talk to their professors or their TA's they can use this chatbot instead.

Pre-chatbot
USER
attitude in relation to product, system, or service

Thinks (reflective)

It's hard to get one on ones with your professor or even TA on your own schedule. My professor/TA goes off topic a lot and I find it hard to understand them when they do so.

Goals: Understanding complex topics and feeling seen throughout the process

Says (communicative)

"I'm looking for an easy way for me to get assistance with my learning or class work that does not require much commitment on my end."
"I want something to assist me that does not make me feel stupid or uneducated."