



Says

What have we heard them say?
What can we imagine them saying?

• i want something reliable

• i dont understand what to do from here

• i am allegant to delta cause i never had a bad experience

• shops around to compare prices



Does

What behavior have we observed?
What can we imagine them doing?

• refreshes page several times

 [See an example](#)

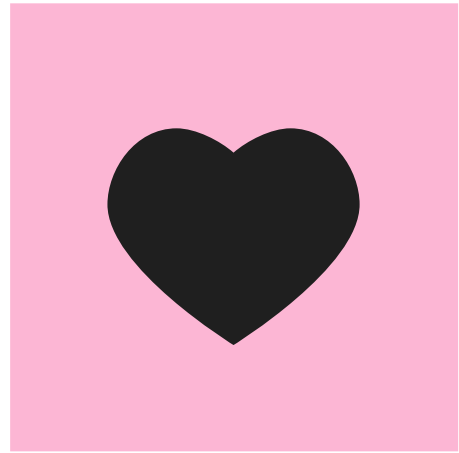


Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

• am i dumb for not understanding this

• this is really annoying



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

• confused:too many cotradictory prices

• impatient: pages load too slowly

• worried: they are doing soimething wroing

