

says

What have
We heard
them say ?

What can
we imagine
them
saying?

• i want something
reliable

• i am allegant
to delta
because i
never have a
bad
experience

i dont
understand
what to do
from here

• shops
around to
compare
prices

• refreshes
page
several
times



Does

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

Thinks



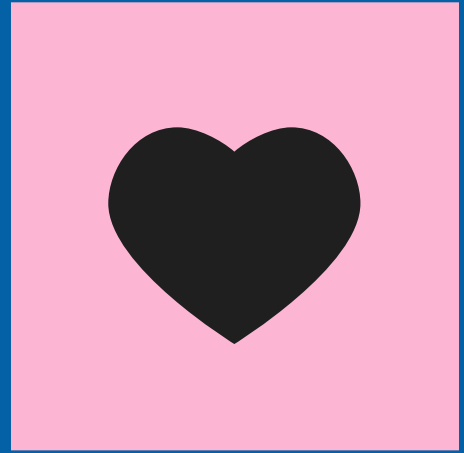
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

• Am i dumb for not
understsnding this

• this is
really
annoying

• Confused: too
mant
contradictory
prices

• Worried: they
are doing
something
wrong



Feels

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

• Impatient:
pages
load too
slowly

