



Says

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



Thinks

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

Positive feedback on website design and ease of navigation.

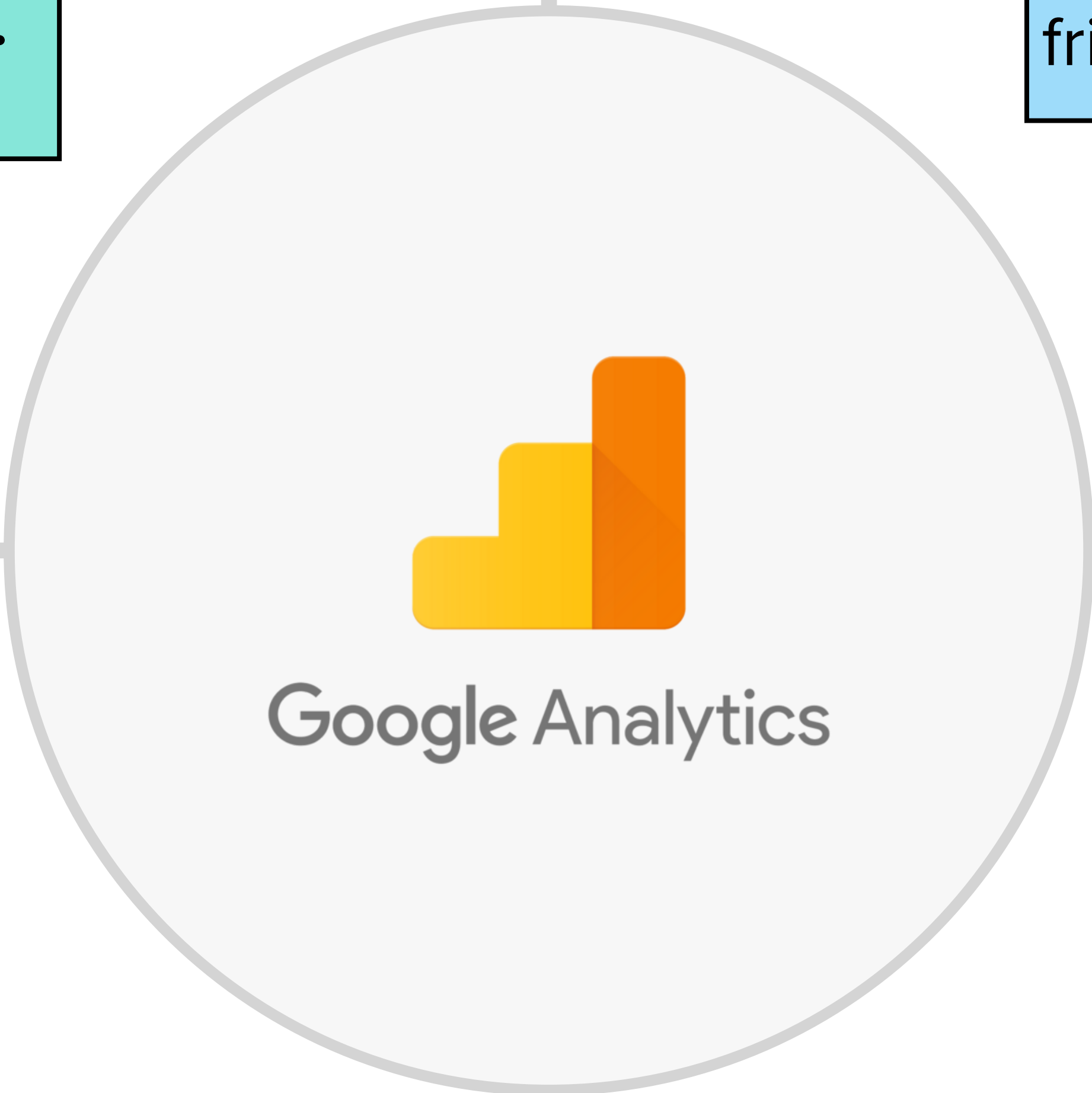
Requests for more in-depth content on specific topics.

Some users have reported slow page loading times.

Users want a website that provides relevant information efficiently, needs easy navigation, and hopes for a seamless experience.

Users may be influenced by the website's design, load times, and the clarity of its content. They seek a user-friendly interface.

Create a Google Analytics account. Set up a property for your website. Add the provided tracking code to your site's HTML.



Google Analytics

They want a user-friendly website. They fear data privacy issues.

They want a seamless browsing experience, quick access to information.

Their needs include relevant content and easy navigation.

We can imagine them exploring your site, engaging with interactive features, and returning for valuable content.

They need quick access to information. They get frustrated with slow loading times.

They hope for a seamless online experience. They worry about unclear website navigation.



Does

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



Feels

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