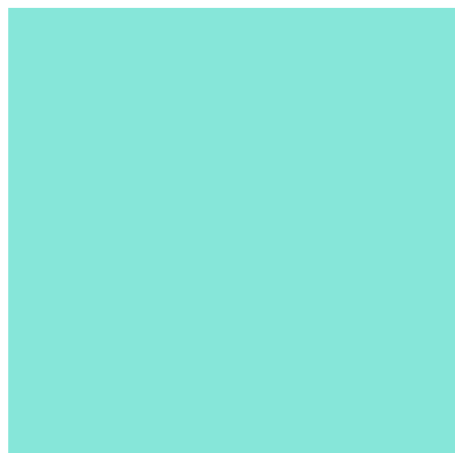




Says
What have we heard them say?
What can we imagine them saying?

I am allegiant to Delta because I never have a bad experience.



"I don't understand what to do from here."



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."



↑
sethuraman
sathish
sibiraj
sneha

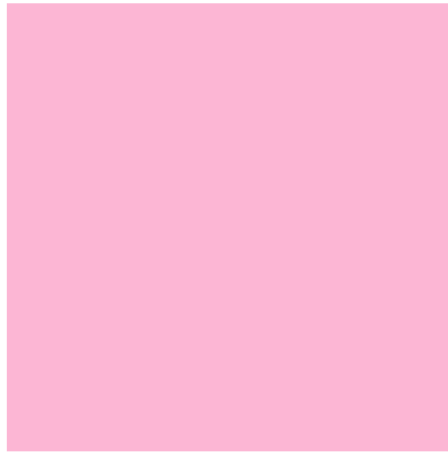
mpatient:
pages load
too slowly

Refreshes
page several
times.



Shops
around to
compare
prices.

Confused: too
many
contradictory
prices



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?