

## **Says**

“I need help debugging my code, but I don’t want to use AI.”

“I need to design a custom refresh button that matches my client’s branding.”

“I want my whole workflow in one place, not scattered across 15 bookmarks.”

“Am I using the best code editor?  
I’m overwhelmed by all the options.”

## **Thinks**

I don’t feel organized with my digital process.

I get overwhelmed by complicated tools.

I don’t know how to find good tools and apps.

Do the tools I use align with my values  
around AI?

I dread the idea of self-teaching a new  
skill.

# Users

## **Does**

Uses ChatGPT or AI to find tools with  
varying, inconsistent results.

Searches Reddit, Substack, Medium or GitHub  
for personal, potentially outdated  
recommendations.

Clicks on listicle search results from different  
corners and eras of the internet.

## **Feels**

Frustrated: This is taking too long.

Confused: I don’t know what I’m looking at here.

Isolated: Do I have to figure this all out myself?!

Untrustworthy: Does this using this tool  
contribute to wasteful, unsustainable practices?