



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?

I don't expect to have to pull teeth to get something done

I don't have to waste on long calls or to seek out buried information.

If i need to find something or manage my account,it should be easy for me to do it myself without having to call

I don't have time for this

There's not enough info on the website

user

Uses the chat function to self-serve

Ignores marketing emails

Avoids calling anyone on the phone

Frustrated-my needs are being ignored

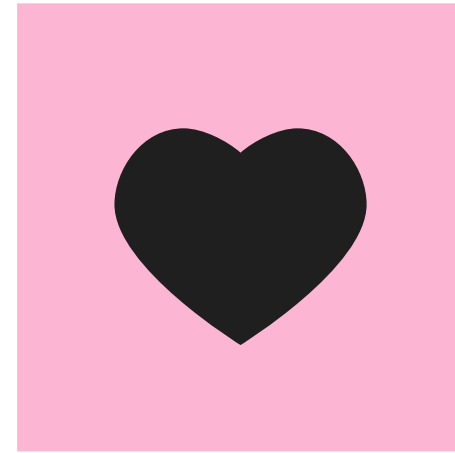
Annoyed-can't get any answers on the site

Unsure- because the info on the site it unclear



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?