

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

for this

have time



i dont expect to have to pull teeth to get something done

i dont have time
to waste on long
callesor 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

to get thing

does
appreciate
the profile
set up

there's not enough info on the website

CUSTOMER

frustrated my needs are being ignored

uses the that function to selfserve

ignorce marketing emails

avoids
calling
anyone on
the phone

unsure
because the
info on the site
it unclkear

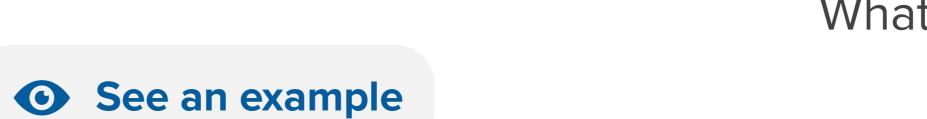
annoyed
can't get any
answers on
the site



Does

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





Feels

