



Says

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

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

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

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



Thinks

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

I don't have time for

There'snot enough info on the website



Jumping jamie

Group 1
N.Abinaya
T.Abinaya
S.Anamika
K.Arokiya lincy

Uses the chat function to self-serve

Avoids calling anyone on the phone

Ignores marketing emails

Annoyed _ can get any answers on this

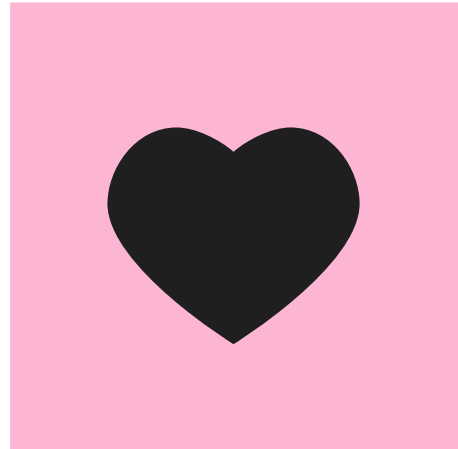
Frustrated _ my needs are being ignored

Unsire_ 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?

See an example

