

Says

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

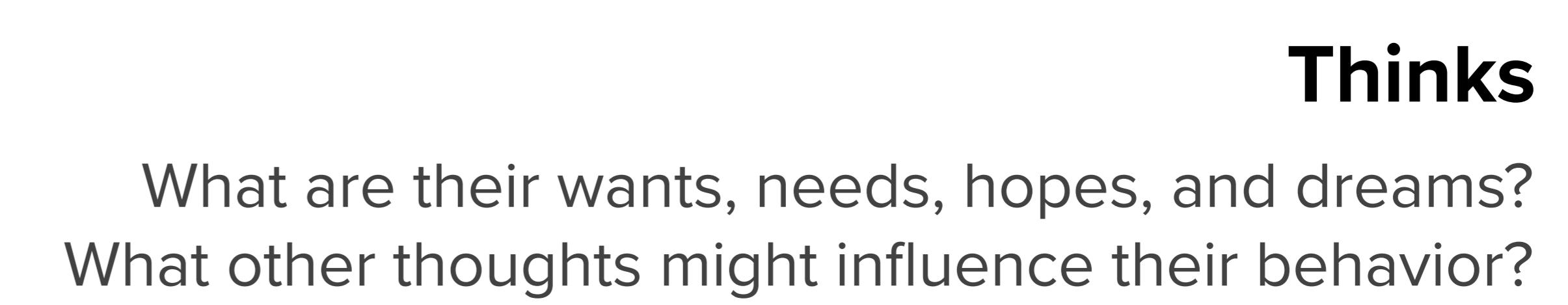
"Our current solution is too expensive for what we get."

"I am frustrated with the lack of customer support options."

"I am looking for a product that can integrate seamlessly with my existing tools."

Searches online for similar products with better pricing.

Attempts to integrate various tools to find a workable solution.



"Is there a more cost-effective alternative out there?"

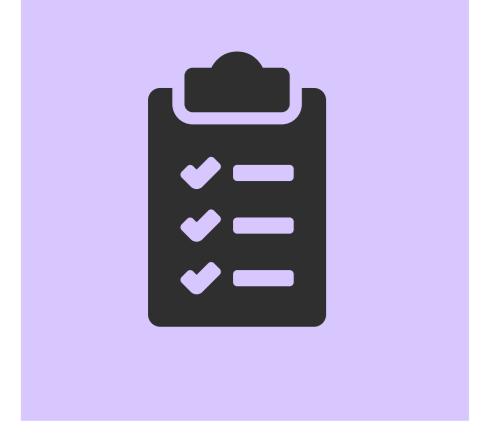
"I wonder if other companies face the same support issues."

"Integration problems might slow down our workflow."

Concern about receiving timely support when encountering problems.

Frustration due to high costs and lack of perceived value.

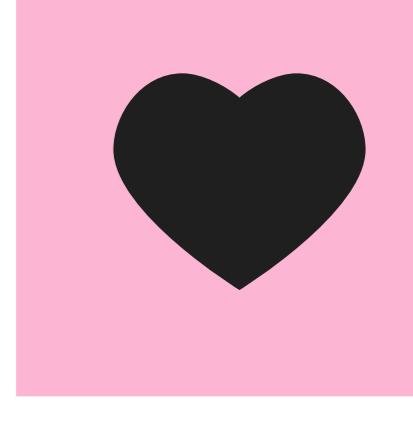
Anxious about the potential disruptions caused by integration challenges.



Does

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

[See an example](#)



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?