



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?



DEMKAASH

i don,t have
time to waste
on long calls or
to seek out
buried
information

i don't have
time for
this

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

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

there's not
enough
info on the
website

there's not
enough
information on
the some apps

Avoids
calling
anyone on
the phone

Frustrated -
my needs
are being
ignored

Uses the
chat
function to
self-serve

Ignore
marketing
emails

Unsure-
because the
info on the
site it unclear

Annoyed -
can't get
any answer
on the site



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?