



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 have time  
to waste on long  
calls or to seek  
out buried  
information

I don't  
have time  
for this

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 expect  
to have to pull  
teeth to get  
something  
done

'There's not  
enough info  
on the  
website

Too many  
acronyms



Tech pro solution

User the  
chat  
function to  
sell-serve

Ignores  
marketing  
emails

Avoides  
calling  
anyone on  
the phone

Frustrated-  
my needs  
are being  
ignored

Unsure-  
because the  
info on the  
site it unclear

Annoyed-  
can't get any  
an answers  
on the sites



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?