



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?



social media post

Team members

A. Muneeswaran
M. Parthiban
K. Rajasekaran
M. Rajkumar

If I need to find something or manage my account it should be essay for me to do it myself without having to call

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

I don't have time for this

There's not enough info on the website

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

78% of people say they because it helps them to stay connected to people

Use the chat function to select serve

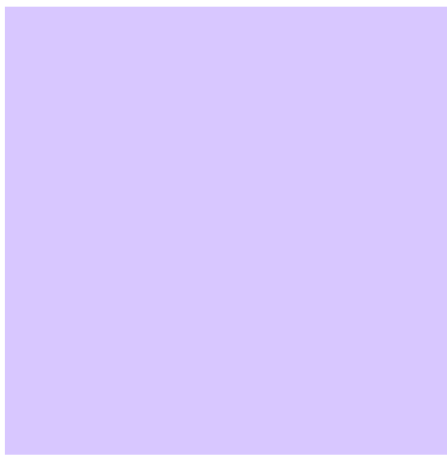
Ignores marketing emails

Frustrated my needs or being ignored

Unsure because the info on the site it unclear

Avoided calling anyone in the phone

Annoyed can't get any answers 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?