



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

If i need to find something or manage my accound , It should be easy for me to do it myself withuothaving to call

Says

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

Idon't expect to have to pull teeth to get something done



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

Thinks

I don't have time for this

there's not enough info onthe website



Does

Uses the chat funtion to self-serve

Avoids calling anyone on the phone

Ignores marketing emails

Feels

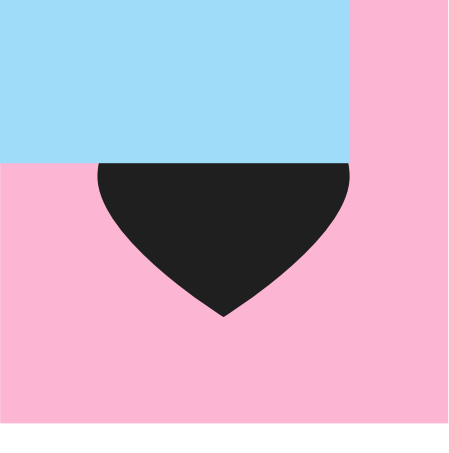
Frustrated my needs are being ignored

Annoyed- can't get any answers on the site

Unsure- because the info on the site it unclear



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



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