



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?



Instagram
Facebook
posts

Changing a
service
provider is
not an option

I know it is
very easy to
change a
package

I find it very
expensive
to talk on
the phone

I would pay
more if
there was a
good offer

I think I
could get
more
discounts

I change my
phone
every year

I pay my
bills
regularly

I'm
unhappy

I receive
Newsletters

I use 2GB
internet a
month

I feel very
vulnerable
when I call
the help
center

I feel really
surprised when I
receive the check
in the end of the
month



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?