

# 2x2 Grid

## SAYS

I expected something different

I'm looking for something reliable

What do you think?

Where should I look for?

Likes to use phone

## THINKS

I want something awesome

May be this is the best

Wasting too much time?

Shouldn't this be easier?

There's not enough info on the website

CRM  
Application that helps to book a Visa Slot

## DOES

Uses the chat function to self-serve

Does more research

Visits the website

Heavy smart phone user

Ignores marketing emails

## FEELS

Impatient

Annoyed

Unsure

Overwhelmed

Frustrated