

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?



Persona’s name

S. Selva
S. Arockia Devid
T. Vijay
U.sevaram

Idon't have time for this.

There's not enough info on the website.

Does jamie appreciate the profile.

Annoyed - can't get any answers .

Unsure- because the info on the site it uncng.

Is Jamie ever excited or hopeful.

I gnores marketing emails.

Uses the chat functiona to self- serve.

Avoids calling anyone on the phone.

If I need to find something or manage my account.

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

Idon't expect to have to pull.

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?

