



Says

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

- what brand do you like ?
- what to you think?
- What size is best ?
- i was expecting something different
- I want something reliable
- Where should I start ?



Thinks

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

- is this really worth it?
- wasting too much time?
- maybe this isn't the best
- this pop-up distracting.
- How does this compare to similar product I' be used ?
- why is this so hard?

The tableau HR scorecard
:measuring success in talent management

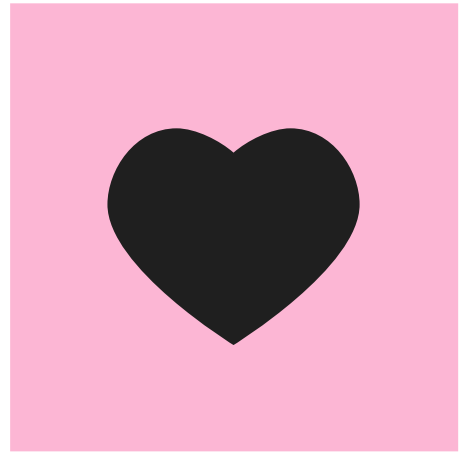
- Uses the chat function to self-serve
- How long does Jamie spend on research ?
- Who does Jamie talk to?
- Avoids calling anyone on the phone
- Ignores marketing emails
- more research

- Usure who to trust
- over-whelmed
- frustrated - my needs are being ignored
- Is jamie ever excited or hopeful?
- annoyed - can't get any Answers on the site
- what is Jamie's level of trust?



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?