



Says

I don't have time to waste on long calls.

I don't expect to have a pull teeth to get something done.

It should be easy to manage my account.

Uses the chat function to serve.

Avoids calling anyone on the phone.

Ignores Marketing emails.



Does

Thinks



I don't have time for this.

There is not enough info on the website.

The UI is tough to handle.

Frustrated - my needs are getting ignored.

Annoyed - can't get any answers on the site.

Unsure - Because the info on the site is unclear

Feels



USER

[See an example](#)