



Says

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

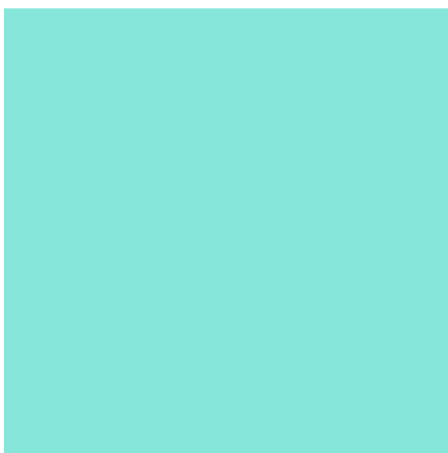
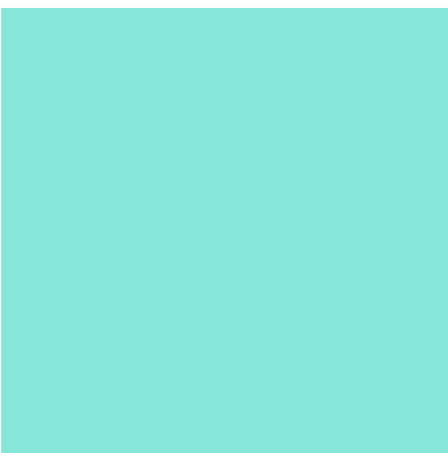
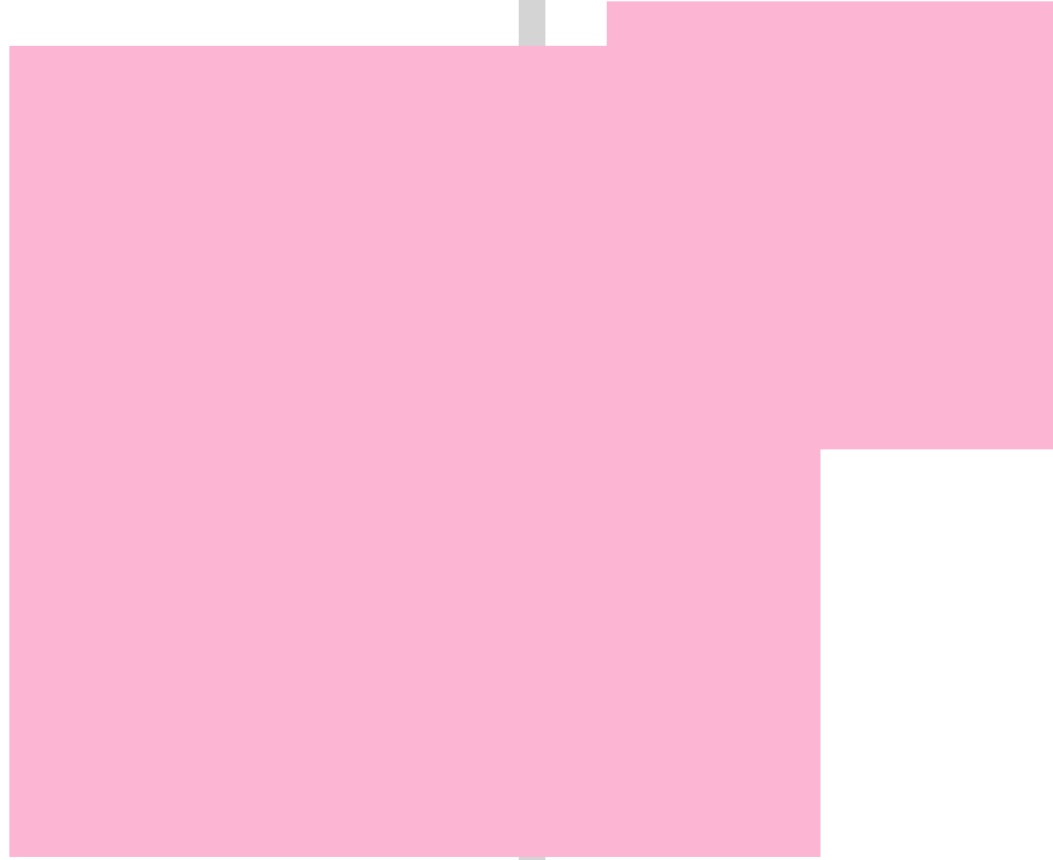


Thinks

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

Tell me
about your
self.

Customer
support
team must
be easy.



Provide help
when
customer
have trouble.



I want to be able to talk to a real person.



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?

See an example