



What have we heard?
What can we hear?

If i need to find something or manage my account, it should be easy for me to do it myself without having to call

Says



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

Thinks

I don't have time for this

there's not enough info on the website

I don' have time to waste on long calls or to seek out buried information

i don't expect to have to pull teeth to get something done

METROPOLITAN
AREAS OF INDIAN

Does

Feels

uses the chat function to self-serve

Avoids calling anyone on the phone

Ignores marketing emails

Annoyed - can't get any answers on the site

Frustrated - my needs are being ignored

Unsure - because the info on the site it unclear



What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?