



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?

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

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

I don't have
time for this

there's not
enough info
the website



Ignores
marketing
emails

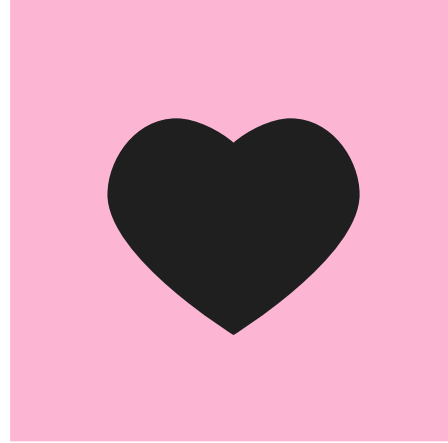
Frustrated
my needs
are being
ignored

Avoids
calling
anyone on
the phone

Annoyed-
can't get any
answers on
the site



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?