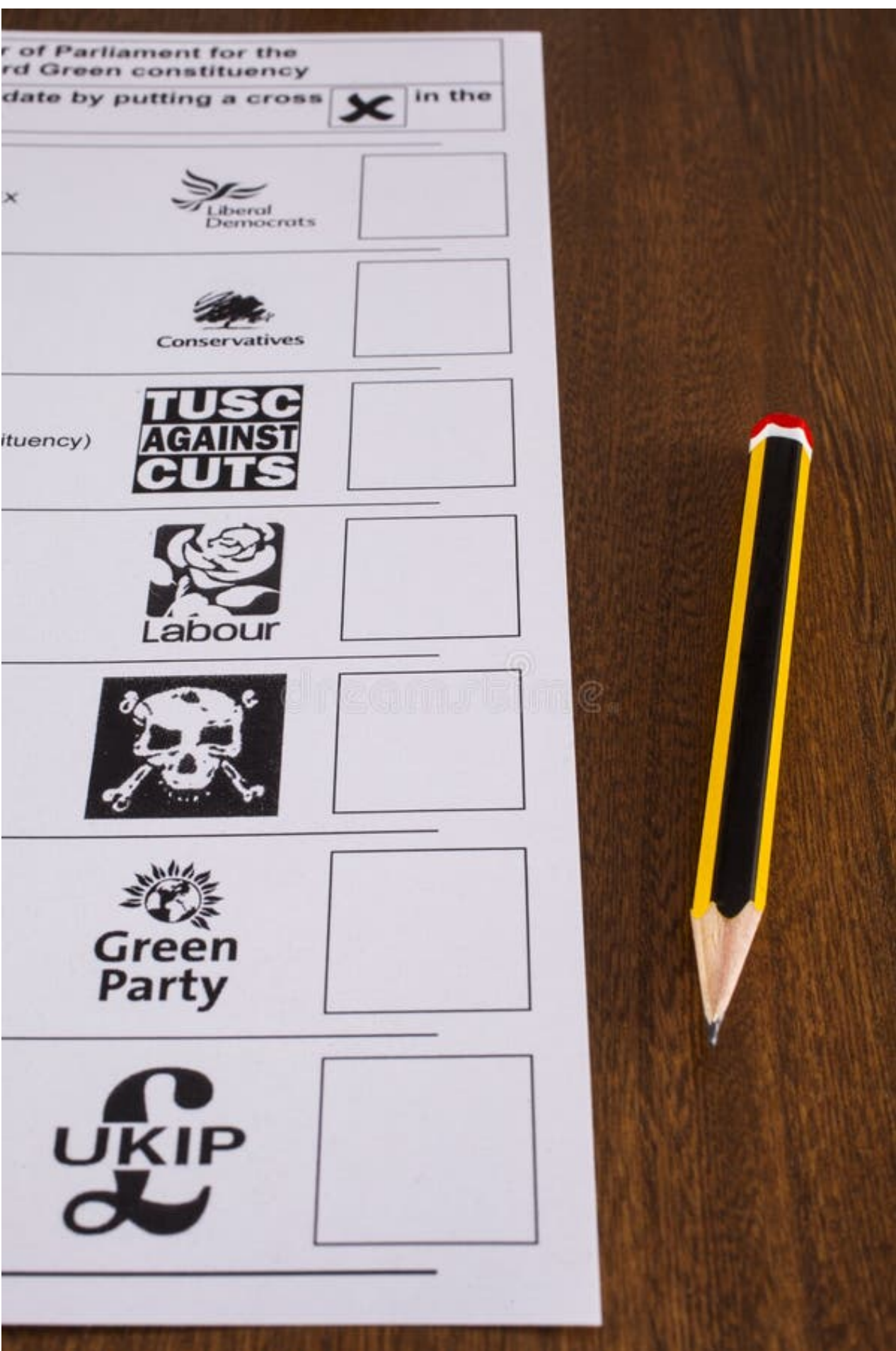


Says

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

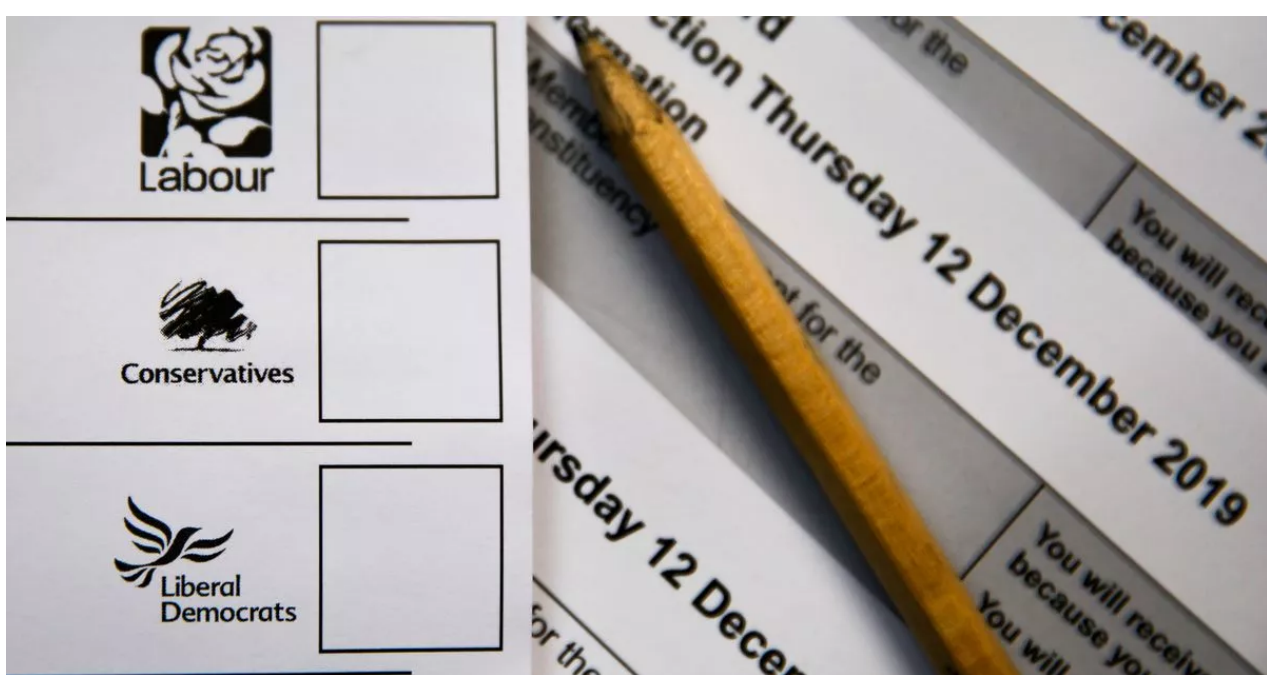
I don't have time to waste on long calls or to seek out buried information



I don't expect to have to pull teeth to get something don

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

Does Venu ask for advice from others?



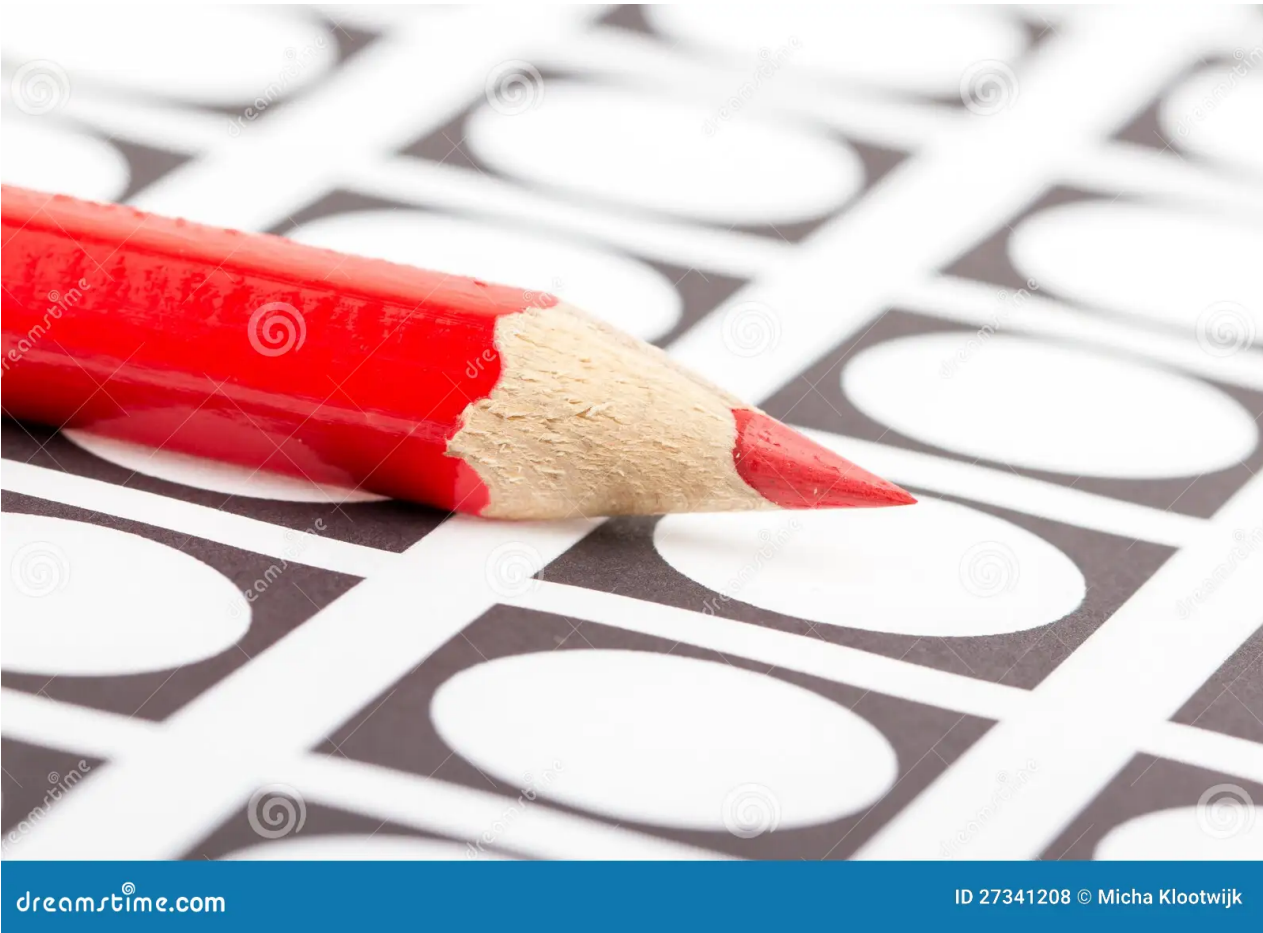
Thinks

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

I don't have time for this



Does Venu appreciate the profile set-up?



There's not enough info on the website



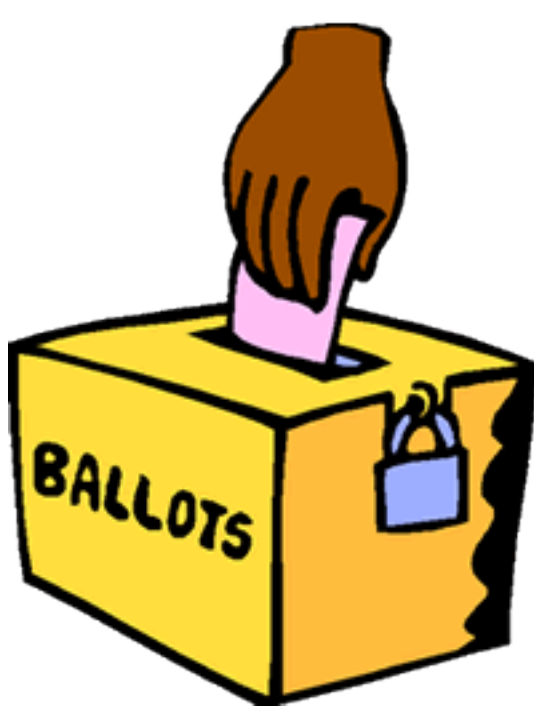
Uses the chat function to self-serve



How long does Venu spend on research?

what is venu's level of trust?

Frustrated-my needs are being ignored

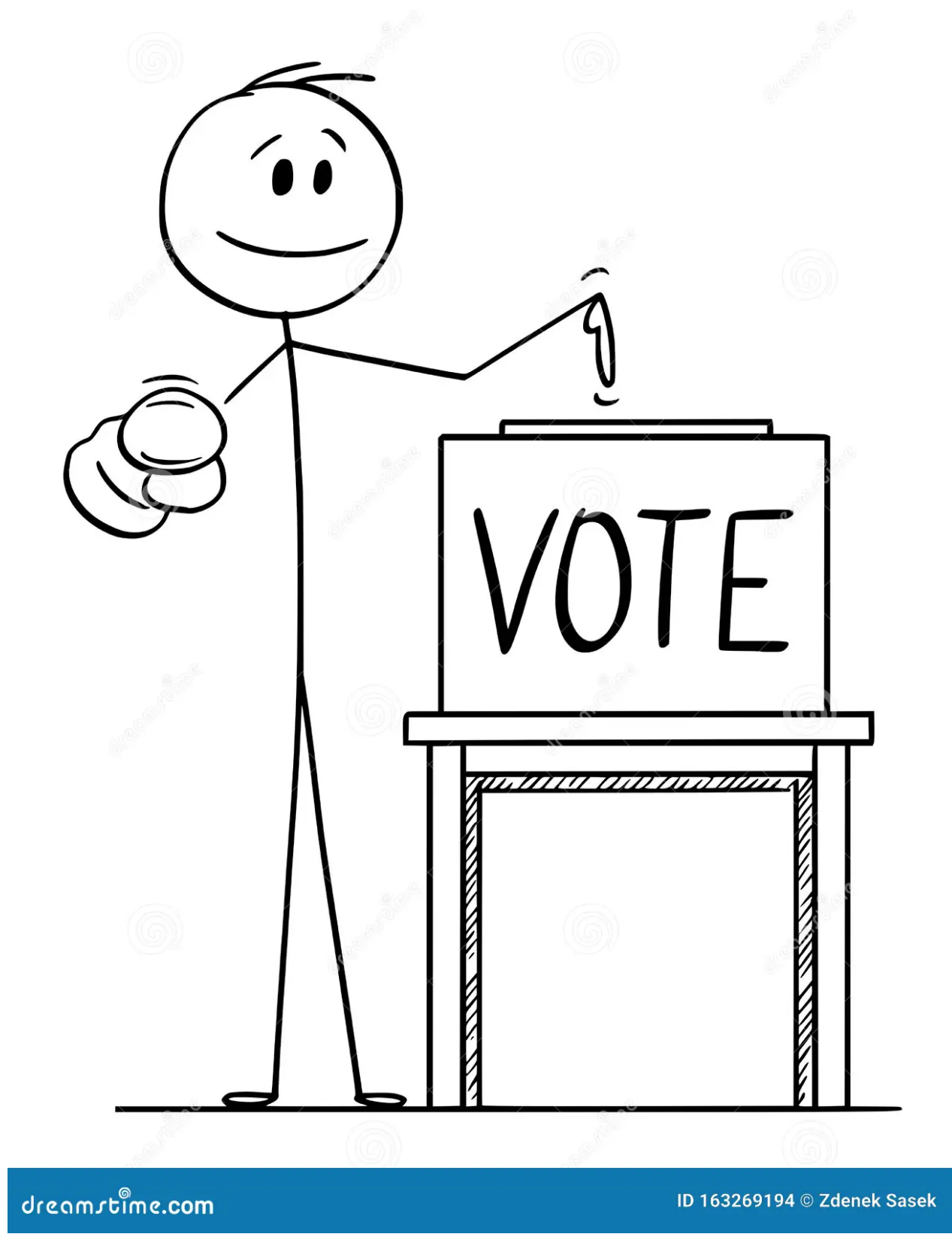


Ignores marketing emails

who does Venu talk to?

Avoids calling anyone on the phone

Is jamie ever excited or hopeful?



Unsure because the info on the site it unclear

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?



[See an example](#)

