



Says

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

Avoids calling anyone on the people

Uses the chat function to sell-serve

Ignores marketing emails



Thinks

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

Frustrated-my needs are being ignored

Unsure- because the info on the self it unclear

Annoyed- can't get any answers on the site

ESTIMATION OF BUSINESS EXPENSES

It need to find something or manage my account,it should be easy for me to did it myself without having to call

I don't have time for this

Worries and spirations

There's not enough info on the website

I don't expect to have pull touch to get something done

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



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?