



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 have time for this

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

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

There 's not enough info on the website

I wonder if there's a better alternative

Uses the chat function to self-serve

Avoids calling anyone on the phone

Frustrated - my needs are being ignored

Ignores marketing emails

Annoyed- can't get any answers on the site

Unsure because the info on the site it unclear



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?