



Says

Thinks



*IF i need to Find
somethings or
mange My account
it should be eassy
For me to do it
myself without
having to call*

*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
done*

*I don't
have time
for this*

*There is not
enough info on
the
kumarikandam*



Persona's name
Short summary of
the persona

*Uses the
chat
Function to
self serve*

*Avoidds
calling
anyone on
the phone*

*Frustrated
My need
are bring
ignored*

*Unsure
beacuse the
info on the
site it unclear*

*Annoyed
can't get any
answers on
the site*



Does

Feels

