



Says

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

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

I don' 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



Thinks

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

Bengaluru too witnessed a 10 per cent increase in prices to ₹ 8,688 per square feet

The prices of residential properties in Chennai went up 6 per cent to ₹7,653 per square feet.

In Delhi-NCR, rates shot up 14 per cent to ₹8,652 per square feet.



Analysing Housing Prices In Metropolitan Areas Of India

Frustrated - my needs are being ignored

Annoyed - can't get any answers on the site

Unsure - because the info on the site it unclear



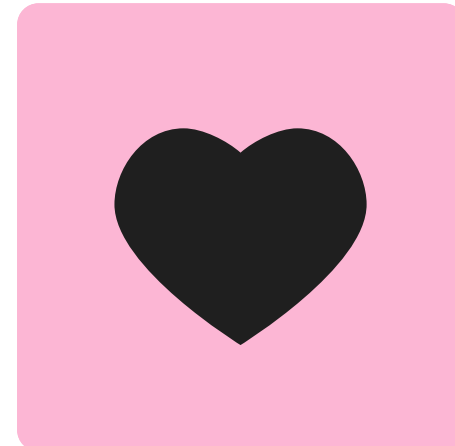
Does

What behavior have we observed?
What can we imagine them doing?

Avoids calling anyone on the phone

Ignores marketing emails

Uses the chat function to self-serve



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?