



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 done

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

Uses the chat function to self-serve

Ignore marketing emails

Avoids calling anyone on the phone



Does

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



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.



Frustrated - my needs are being ignored

Annoyed- can't get any answer on the site

Unsure because the info on the site it unclear



Feels

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