



Says

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

1

"I like that it stored my profile."

👍

2

"This was easier the last time I used it."

👍

3

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

👉



Thinks


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

1

I don't have time for this.

👉

2

There is not enough info  on the website.

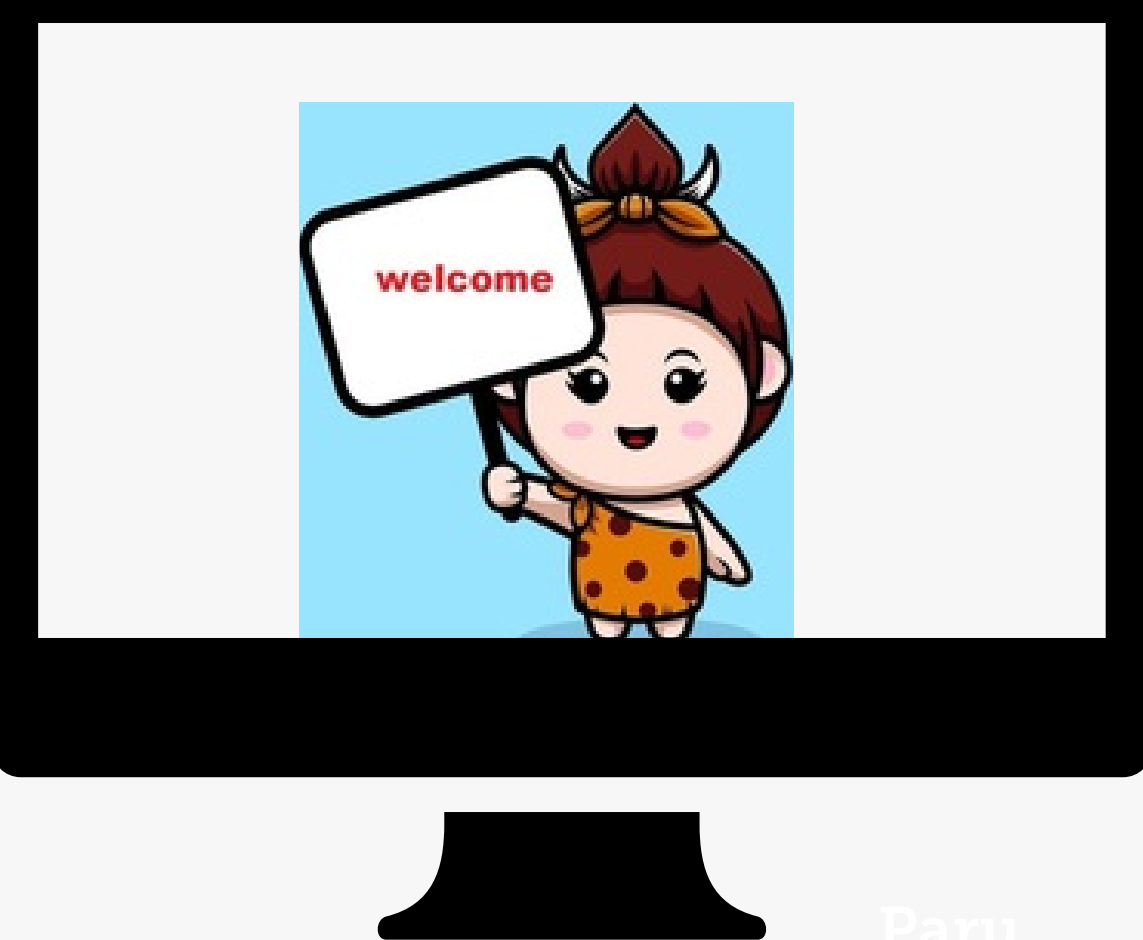
3

The ads on page are distracting.

🌀

Part 1

Global air transportation network



Does

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

1

Ignores marketing @emails.

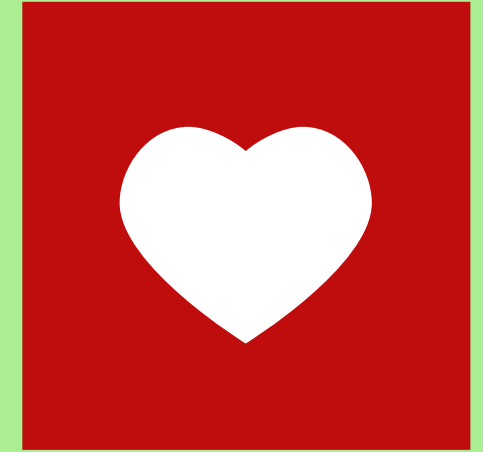
2

Avoids calling anyone on the phone.

📞

3

Uses the chat function to self-serve.



Feels

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

1

Annoyed - can't get any answers on the site.

👎

2

Unsure - because the info on the site is unclear.

3

Frustrated - my needs are being ignored.