



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?

I don't have time for this

there's not enough info on the website



METROPOLITAN AREAS OF INDIAN

Frustrated - my needs are being ignored

Unsure - because the info on the site it unclear

Annoyed - can't get any answers on the site

Ignores marketing emails

uses the chat function to self-serve

Avoids calling anyone on the phone



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?