



Says

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

I don't expect to have pull touch 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

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



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

Worries and spirations



Estimation Of Business Expenses



Does

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

Uses the chat function to self-serve

Ignores marketing emalls

Avoids calling anyone on the phone



Feels

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

Unsure- because the info on the site it unclear

Frustrated- my needs are being ignored

Annoyed- can't get any answers on the site

 [See an example](#)