



Says

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



Thinks

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

i dont have time
to waste on
long calls are to
seek out buried
information

i dont have
time for this

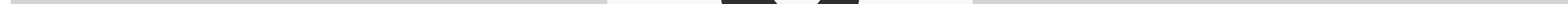
there's not
enough info
on the
website

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 dont expert
to have to pull
teeth to get
something
done



Persona's name
Short summary of
the persona



uses the
chat function
to self -
service

ignores
marketing
emails

avoids
calling
anyone on
the phone

unsure
because the
info on the
site it unclear

frustrated
my needs
are being
ignored

annoyed
con't get any
answer on
the site



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?