



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?

Smart Contracts: Smart contracts on the blockchain can automate toll-free number management tasks, such as call routing and billing, according to predefined rules, ensuring accuracy and efficiency.

transparency: Blockchain can ensure that all toll-free number transactions are recorded and visible on the decentralized ledger, reducing the risk of manipulation or fraud.

Security: Transactions and data related to toll-free numbers can be encrypted and secured on the blockchain, making it difficult for unauthorized parties to access or tamper with the information.



Persona's name
user

Security: Users could value the enhanced security and data integrity that blockchain provides. The tamper-proof nature of blockchain can give users confidence that their toll-free number management data is secure.

Transparency: Blockchain's transparency can make users feel more in control of their toll-free services. They can track and verify all transactions and activities, reducing the risk of hidden fees or fraudulent usage.

Cost Efficiency: Users may appreciate the potential cost savings associated with blockchain-based toll-free management. Smart contracts and automated processes can lead to more efficient operations and potentially lower fees.

Trust: Users appreciate the transparency in toll-free management as it fosters trust. They can see and understand how their toll-free numbers are being used and billed, reducing any suspicion of hidden fees or unjustified charges.

Compliance: Transparency can aid users in complying with regulations and industry standards. It ensures that records are accurate and can be easily audited if needed.

Complexity: Users may fear that blockchain-based systems are too complex to understand and navigate, especially if they are not familiar with blockchain technology.

Cost Control: Users often find transparent toll-free management helpful in controlling costs. They can monitor usage and expenses more effectively, making it easier to stay within budget

Technical Issues: Concerns about technical glitches or system failures could arise. Users might be worried about disruptions in their toll-free services due to blockchain-related issues.

Privacy: Some users could be concerned about the privacy of their data on a public blockchain. They might worry about sensitive information being visible to all participants on the network



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?