



Says

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

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

If i need to find something or manage my account ,it should be easy for me to do it myself with out having to call

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

This pop-up is distracting



Use the chat function to self-serve

Ignores marketing emails

Aviods calling anyone on the phone

Frustrated - my needs are being ignored

Un sure - because the info on the site it unclear

Annoyed- can'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?