



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 do not have  
time to waste on  
long calls or to  
seek out buried  
information

i do not  
have time  
for this

there is 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 do not expect  
to have to pull  
teeth to get  
something  
done



business owner  
Short summary of  
the persona

frustrated-  
my needs  
are being  
ignored

annoyed  
can't get any  
answers on  
the site

unsure-  
because the  
info on the site  
is unclear

uses the  
chat  
function to  
self-serve

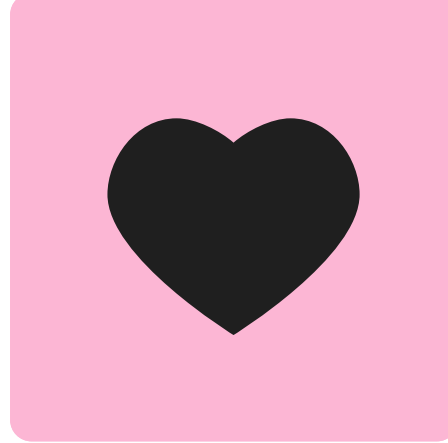
ignores  
marketing  
emails

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?