



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?



Feels

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



Does

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



If i need to find something or manage my account,it should be easy for me to do it myself without having to cal

Idon't time to waste on long calls or to seek out buried information

I don't expect to have to pull teeth to get

Uses the chat function to self-serve

Aviods calling anyone on the phone

Ignore marketing emails

Data science is an integral part of uber product and philosophy

Frastrated-my needs are being ignored

Annoyed-can't get any answers n the site

Unsur-because the info on the site it uncler

I don't have time for this

There's not enough info on the websit