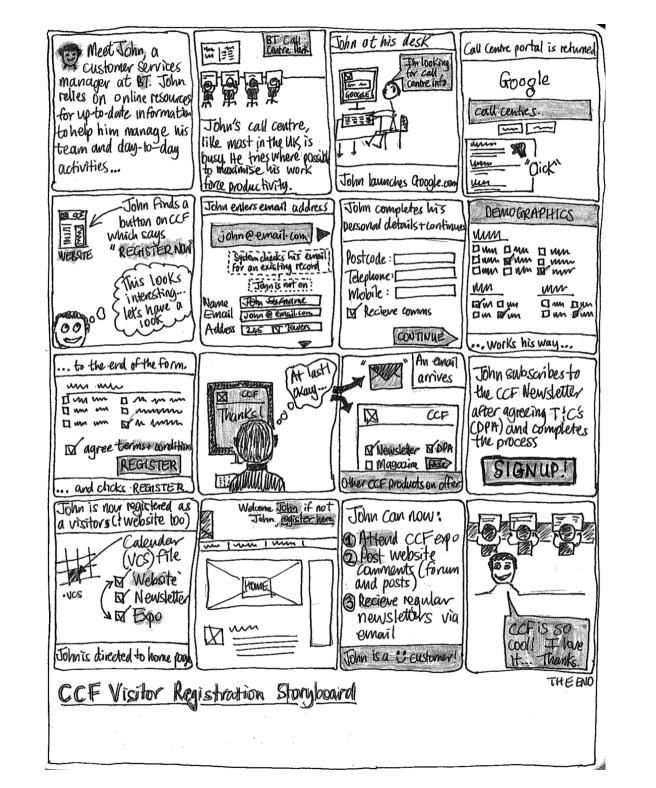
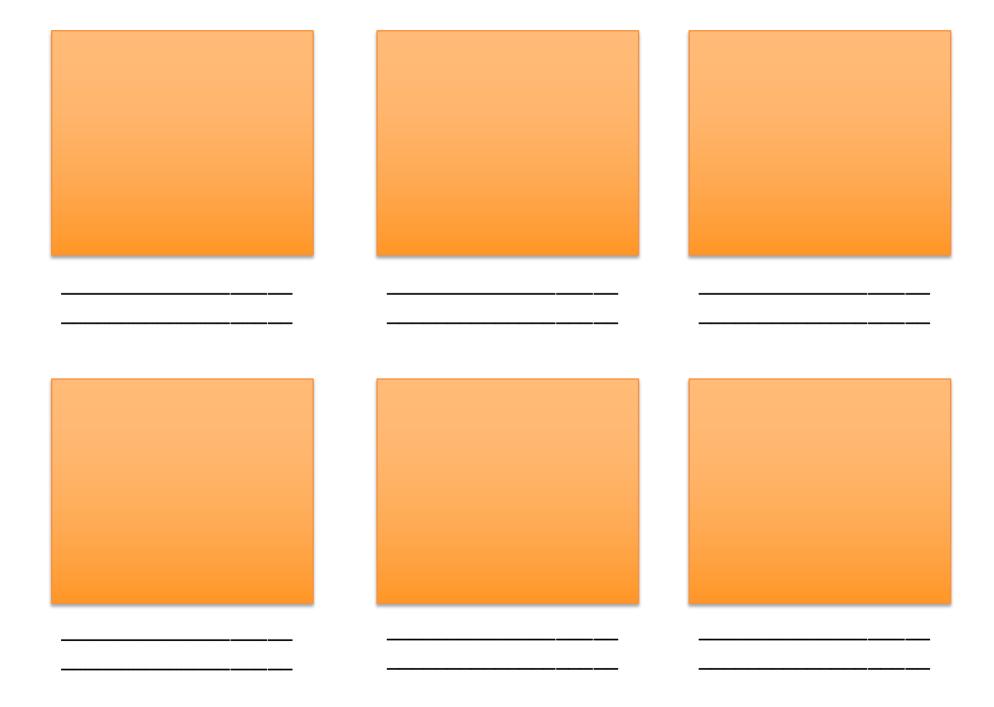
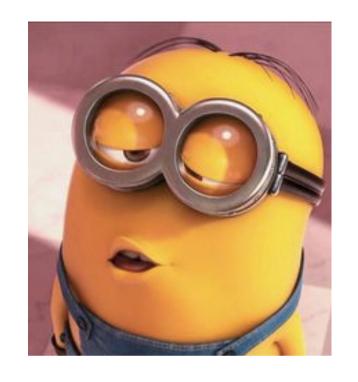




Source: A. Oechsner / Huffington Post







Needs:

Desires:

Limitations:

Motivations:

Goals:

Thoughts:

Feelings:

Pain Points:

Age:

Occupation:

Time lived in Edinburgh:

I got the re-assurance I needed during the phone meeting that my tax return is accurate. I received the exact calculations that the pro used to determine the amount owed or refunded. 74% of customers rated the phone meeting as a positive experience. 59% of customers rated the expertise/knowledge of the tax pro in the Excellent range. 67% of customers rated all of their questions were animered during the phone meeting in the Excellent range. (Attento) Customer Chat: I like the personal greeting. (sansnip) Yeah, it's done! Customer Chat: I like that someone is there in case I have a question. Data Enery: 48% of customers responded it was easy to enter their personal information online. Um... this looks interesting. Fill try this. Œ continues.

Faxing my documents wasn't an (CONFUND)
I've printed everything out, but
do I need to mail anything to
the government? Himmin, I'm not sure how long this will take. **(9)** Oops! Signed in at wrong place. Cops! I need to fax more docs. Customer Chat: Um, is anyone Sometimes it was a little Oops! I signed in at the wrong place. Customer Chat: I don't understand that response. challenging communicating with the pro over the phone regarding my tax docs. 9 I'd like more appointments Customer Chat: That response didn't really answer my available for the phone meetings. I would have liked to receive tips and future planning advice. Not sure what to fax and who is receiving my documents. MONRED I wonder if they got my fax. Customer Chat: Only 18% of customers responded that the answers they received from the chat pro were easy to understand and follow Only 35% of customers I wonder if my return is accurate and if I entered my information responded that they received tax advice/planning tips during the phone meeting. Do I need to be near my computer for the phone meeting? What's the status of my correctly. I'm anxious to find out how much I owe or if I'll get a refund. I'm not sure what to expect for the phone meeting. When will I hear from the pro again? Data Entry: I'm not sure where I'm at. I wonder if the pro will phone at the exact appointment time. What's the timeframe for Do I have everything I need for the phone meeting?



