Aliant	Decide To Buy Products	Choose Vendors	Buy Products	Modify/Upgrade Plans and Products Cancel S	Get Telecom Products as a Gift Set Up Products	Learn How To Use Products	Use Products	Us	e Products Away From Home Restrict Usage of Products	Work At Home Move Residence	Troubleshoot Product P	Problem Get Rid of Old Products	Pay Bills	Troubleshoot Bills Save Money
Consumer Mental Model April 2005 Copyright 2005 Abaret Legend Mental Space Decide to Buy Telecom Products Read Direct Mail Promotions Conceptual Group Rare Task (1 Voices) Normal Task (2-3 Voices) Normal Task (4+ Voices) Popular Task (4+ Voices) Added Task Decide to Buy Telecom Products Read Direct Mail Promotions See Ad in Newspaper Actively Seek Cell Info. Get Information Consider Price Consider	Page 1 Pa	Choose Vendor for Products Comparison Shop Across Vendors Choose For Quality Cust. Svc. Stay With Current Vendors Wait for Service to Come to Region Wait for Service to Come to Region Get Put On Waiting List Consider Employers Recom. Choose Vendor for Consolidate Services Vendors Choose Vendors Switch Vendors Switch To Consolidate Services Switch When Desired Bundle Not Available Not Available Get Vendor Numbers To Buy Get Vendor Number to Buy Get Vendor Number to Buy Choose Vendor for Company Values Choose Vendor for Company Values	Buy Products at Store Give Price Give Price Range When Ordering Ask Rep For Pick Up Cell Price George Cell Price Geo	Modify Landline Service Find Features In Current Package Switch Landline Phone Features Phone Features Tron Aliant To Upgrade To Modify Bundle Receive Call From Aliant To Upgrade Internet Package Modify TV Service Internet Package Cancel Cell or Pager Service Calluar Plan Service Calluar Plan Plan Upgrade To Satellite Plan Modify Directory Listing Modify Calling Features Modify Calling Features Add Internet to Existing Cable Subscription Add Internet to Existing Cable Subscription Speed Add Internet to Existing Cable Subscription Add Internet To Satellite Cancel Service When Phone Lost	Activate Cell Phone Schedule Landline Install Landline Install Landline Install Landline Install Landline Install Landline Install and Set Up Internet	Learn How to Use Cell Phones Be Shown How To Use at Purchase Glance at Manual to Get Started Learn How To Use From Friend Learn How to Use Satellite TV Get Shown How to Use By Tech Discover Cell Features Accidentally Memorize Dial Codes and Phone Features Accidentally Call Aliant to Learn How To Use How to Use Long Distance How to Use Aliant Use	Use Call Phone For Calls Use Page To Flater Features Use For Call Phone For Taking and For	Watch TV Use Email Use Email Use Email Use Email Use Email Use Email Use Internet to Build Website Programs Play Games on TV Internet to Build Website Use Dial Up For Internet to Build Worry About Internet to Build Website Use Internet	Use Products While Traveling Choose Prods. Based on Travel Needs Travel Needs Travel With Cell Phone Plan Billing When Away Leave Computer at Home Forward Calls When Traveling Forward Calls When Traveling Set Up Parental Controls For Internet Leave Off To Access Legitimate Sites Legitimate Sites Legitimate Sites Legitimate Sites Legitimate Sites Supervise Kids When On Internet Set Up Parental Controls For Internet Restrict Usage of Phone Restrict Usage of Phone Restrict Long Distance Online Out How to Use Password to Protect Cell Phone Work at Home Work at Home Run Small Business From Home I Use Home Prof Business of Check Work Email/Network Give/Get Authorization to Modify Phone Plans Give Get Authorization to Modify Accessing Work Network For Business Work Network Use Password to Protect Cell Phone Home When Rids Are Asleep Work Network Use Internet For Busines Work At Home Use Password to Protect Cell Phone Home When Rids Are Asleep	Set Up Home Office Get Hi-speed for Business Needs Needs Share Resources Needs Share Resources Share Resources Share Resources Share Resources Share Resources Office/Home Share Resources Office/Home Districts Office/Home Districts Pay Residential Rates for Home Business Pay Residential Rates Fay Residential Rates	Troubleshoot Landline Problem Notice A Landline Problem	Get a New Product If Problem With Old Product Sell Unused Cable Box to Friend Troubleshoot Internet Problem With Aliant Troubleshoot On Problem Author Problem Autho	Review Bills Pay Bills At Payment Agency	Compare to Previous Bills Let Smalt Amounts in Ques. Slide Ask Questions In Person Track Usage of Products Budget Telecom Expenses Track Usage of Products Review Bills Call Atlant With Blurges Consider Beat Beat Deals Consider Peak Vs. Oil-Peak Times Consider Peak Vs. Oil-Peak Usage Consider Peak Usage Consider Peak Vs. Oil-Peak Usa
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