



Says &Thinks



Goals & Challenges

What do the stakeholders, users, and team members say about the current toll-free data management process?

What are their expressed needs, concerns, and opinions regarding the project?

What might be going on in the minds of stakeholders and users when dealing with toll-free data?

What are their key concerns, goals, or expectations?

What are the primary goals and objectives of the various stakeholders in relation to the toll-free data management project?

What are they trying to achieve or improve?

What obstacles, challenges, or difficulties do stakeholders face in their current interactions with toll-free data and the project?

What hinders their success or satisfaction?



TRANSPARENT TOLL  
FREE DATA  
MANAGEMENT

What are the emotional states of different stakeholders when it comes to toll-free data management and the project's goals?

Are they frustrated, worried, excited, or satisfied?

What actions and behaviors do users and stakeholders exhibit in response to the existing toll-free data management system or the proposed blockchain-based solution?

How do they interact with the system, and what steps do they take?

What tools, software, or technology do stakeholders currently use or would prefer to use for toll-free data management?

Are they familiar with blockchain technology and its potential benefits?

Consider creating user personas to represent different categories of users, such as administrators, customers, and auditors, to understand their unique perspectives.



Does & Feels



Development &personas

 [See an example](#)