

To have a tool that can help them to manage their Google Business Profile efficiently and effectively



**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?

To be found online by potential customers

To get insights into how customers are interacting with their business online

To have a tool that can help them to manage their Google Business Profile efficiently and effectively

To be found online by potential customers

To be able to manage their online reviews

To have a positive online presence

To have a positive online presence

To be able to manage their online reviews



**GOOGLE BUSINESS**  
PROFILE CREATING

To be found online by potential customers

To have a positive online presence

Not having the expertise to manage their Google Business Profile effectively

Not having enough time to manage their Google Business Profile

To be able to manage their online reviews

To get insights into how customers are interacting with their business online

Managing their online reputation

Not knowing how to create and optimize a Google Business Profile



**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?

[See an example](#)