Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



To be found online by potential customers

What can we imagine them saying?

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

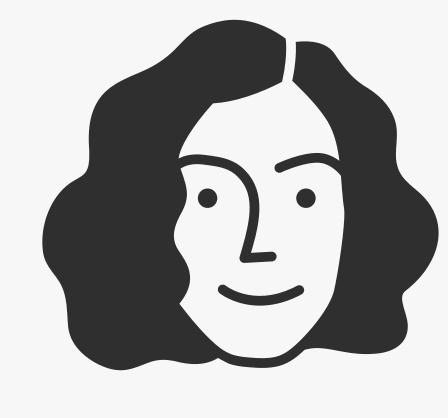
To be found online by potential customers

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 be able to manage their online

reviews

To have a positive online presence

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

Not having the expertise to manage their Google Business Profile effectively Not having enough time to manage their Google **Business Profile**

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?



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



