



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?



Feels

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



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)



Educonnect
Learning Center

Provide access to high-quality education and training

can help EduConnect Learning Center to track donations from donors, generate donor receipts, and manage relationships with donors

This can free up staff time so they can focus on other tasks.

Financial reports are generated according to the receipts made

track grants from funding organizations, manage grant-related expenses, and generate reports on grant usage.

generate financial reports that can be used to track the center's financial performance

donations, track expenses, and handle grant finances

generate donor receipts, track expenses related to educational programs

handle grant finances through various sources

expanded to accommodate more users and transactions

financial transparency and accountability is maintained

automate workflows, secure data storage, and scale with its needs