

Says

What have we heard them say?
What can we imagine them saying?

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



Collaborative customer portal

Fashion Haven's employees to access their financial data on the go

see if it's a good fit for their business

Manage customer payments

Generate financial reports

Thinks

Reconcile bank transactions



FASHION HAVEN

online retail store

manage customer payments seamlessly

, helping them make informed decisions about their business

manage customer payments

Track sales

Manage inventory

Generate invoices

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?



