



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?

professional
invoices that
will impress
their
customers

Reconcile
payments
quickly and
easily

manage their
bookings

Automate
their
accounting
tasks

financial
operations
and improve
their bottom
line

Generate
accurate and
timely financial
reports



TRAVELTRAX TOURS

help them to
make better
business
decisions

Track their
expenses
and revenue

can keep
their
accounts up-
to-date

can save
money or
improve their
profitability.

store all of
their
customer
information

TravelTrax
Tours to keep
track of their
bookings



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?