

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

They need accurate expense data

They need to approve expenses efficiently

They think how can they reduce unnecessary expenses

They think about that, are these expenses justified

Submitting expenses should be easy



See an example

They think, I hope I get reimbursed quickly

Analyze expense reports, track budgets

Review and approved/ deny expense

Concerned about overspending Pressure to control costs

Submit receipts and expense reports

Does

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

Frustration if the process is complex

**Feels** 

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



## LOSS:

- Finance Team: Inaccurate or late submissions
- Managers: Delays in approval process
- Employees: Tedious, time consuming expense reporting

## GAINS:

- Finance Team: Efficient expense management
- Managers: Cost control and streamlined approval
- 1 Employees: Easy, hassle-free expense reimbursement