



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?



Provides
sophisticated
Features

helps to
manage my
projects
expenses

helps to
enhances to
develope my
efficiency

how to
create my
financial
reports ?

how to
choose my
clints?

how to
track my
expenses?

how to make
payments
using this
software?

making
decisions

minimize
my paper
work

utilising
resourses
efficiently

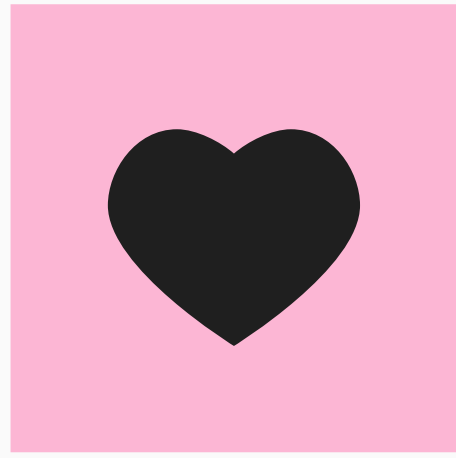
cost
control

feeling
excited
while using
this software

save my
times



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?

[See an example](#)