



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?



Option of multiple currencies

Refund option

Across multiple years of student record

Any special deals?

Maintain the payroll account ?

Track different department?

counsel to friends

compare to other software

Check the review

Confused

Clear

Relax



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?