

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?



Google My Business Profile

Business Profile is a free tool that **allows you to take charge of the way your business appears on Google Search and Maps**

Potential users express their interest in creating a Google Business account to enhance their online presence and reach a wider audience. They might ask questions about the process and its benefits.

Users express their need for visibility and recognition on Google. They might talk about wanting more customers to find their business online and seeking ways to improve their online presence

Users express a need for a Google Business account to improve their online visibility and attract customers. They may also ask questions related to the account setup process.

Users feel a mix of excitement and apprehension. They are excited about the potential of reaching more customers but might feel overwhelmed by the technicalities of setting up their business account correctly.

They visit Google's official business page and look for guidance. They might also search for online tutorials or ask for help in online forums.

Business owners may feel a sense of urgency to create a Google Business account because they recognize its importance in reaching local customers. They might also feel anxious about managing their online presence.

Users visit the Google Business website or perform online searches to find information about setting up a business account. They may also explore related online forums or social media groups.

Users visit the Google My Business website to start the account creation process. They may also search for guides or tutorials to help them understand the steps involved.

Users actively search for guides and tutorials on creating a Google Business account. They explore different features and options available on the platform and may seek assistance from support forums or communities.

Potential users may feel both excited and uncertain. They're excited about the prospect of improving their online visibility but may feel overwhelmed by the technical aspects of creating an account.

Users might feel a bit overwhelmed by the account creation process, especially if they are not tech-savvy. They want a straightforward and hassle-free experience.

Users might feel overwhelmed by the idea of setting up a Google Business account, especially if they're not tech-savvy. They want the process to be user-friendly and well-explained.

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?

