



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?

They will get a financial awarness.

Important to invoice customers.

User will get an idea about annual payroll for different types of Buisnesses.

Useful when choosing a work.

Determine the cost and profitability analysis.

To understand how the money is being utilized.



Jill Anderson

Jill is about to start a business.

Awareness on expenses while doing a business

To understand the infrastructure of a business.

Get an idea on starting a business.

To get an idea on how to choose a business.

Useful for startup companies.

It is also useful for someone in search of a business.



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?