



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?

Data privacy

Security

Lack of users

Monitor the movement of product

Food Safety

Protecting Publichealth

Customer Enhancement

Supply Digitization

Enhancing Customer trust

QR Code Verification



Documenting all processes

Tracking and Traceability

Ensure Quality

Accuracy

Trustability

Customer Satisfaction

Product Visibility

Transparency

Fake products can be caught

Comfortable



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?