

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



I have a company of consulting firm

My company aims for sustainability

This software helps to accurately calculate project costs

I will record billable hours an general professional invoices

I will track
My
customer's
invoices

I will generate reports custom

Thinks



LALITHA

Bright ideas consulating

I will maintain records of my customers

Overwhelmed with information

Track billable hours and customers expenses

Generate reports for better financial management

Excited to learn about this

Curious about this topic



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

