



Says

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

I have a company of IT services

My company aims for sustainability

This software helps my company to streamline there financial

Thinks

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



I will manage my client billing and invoicing

I will keep my company track project expenses

I will record billable hours and generate professional invoices



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Does

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

I will maintain record of customers

I will do my client billing and invoicing

I will generating professional invoices

Feels

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



Overwhelmed with information

Excited to learn about

Curious about this topic