



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?

It's so frustrating
not knowing
where our
products are in
the supply chain

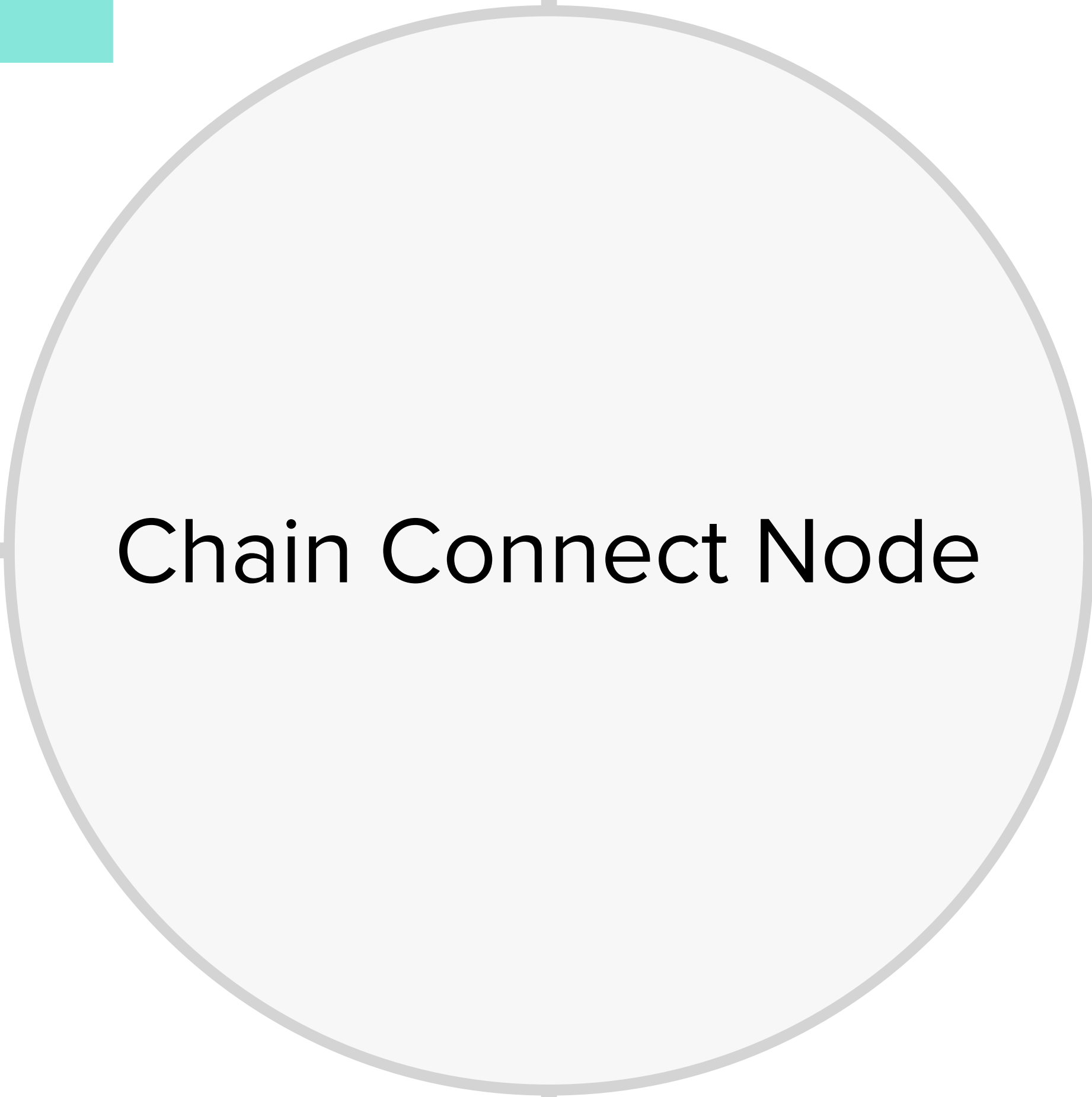
I'm worried
about the safety
of our products
and the trust of
our customers.

We're
overwhelmed
with paperwork
and manual
processes.

Counterfeiting
has become a
real concern,
and it's
impacting our
reputation

I need a solution
to give us real-
time visibility into
our supply chain.

Automation
could save us
time and
reduce errors.



Chain Connect Node

Researches
potential
solutions to
improve supply
chain
management.

Seeks out
technologies
like blockchain
and
automation.

Considers the
impact of these
challenges on
the business's
bottom line and
reputation.

Frustration due
to the lack of
transparency
and inefficiency
in supply chain
management.

Anxious about the
financial losses
and safety risks
associated with
counterfeiting and
fraud.

Stress and
pressure to
resolve these
issues and protect
the brand's
reputation



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?