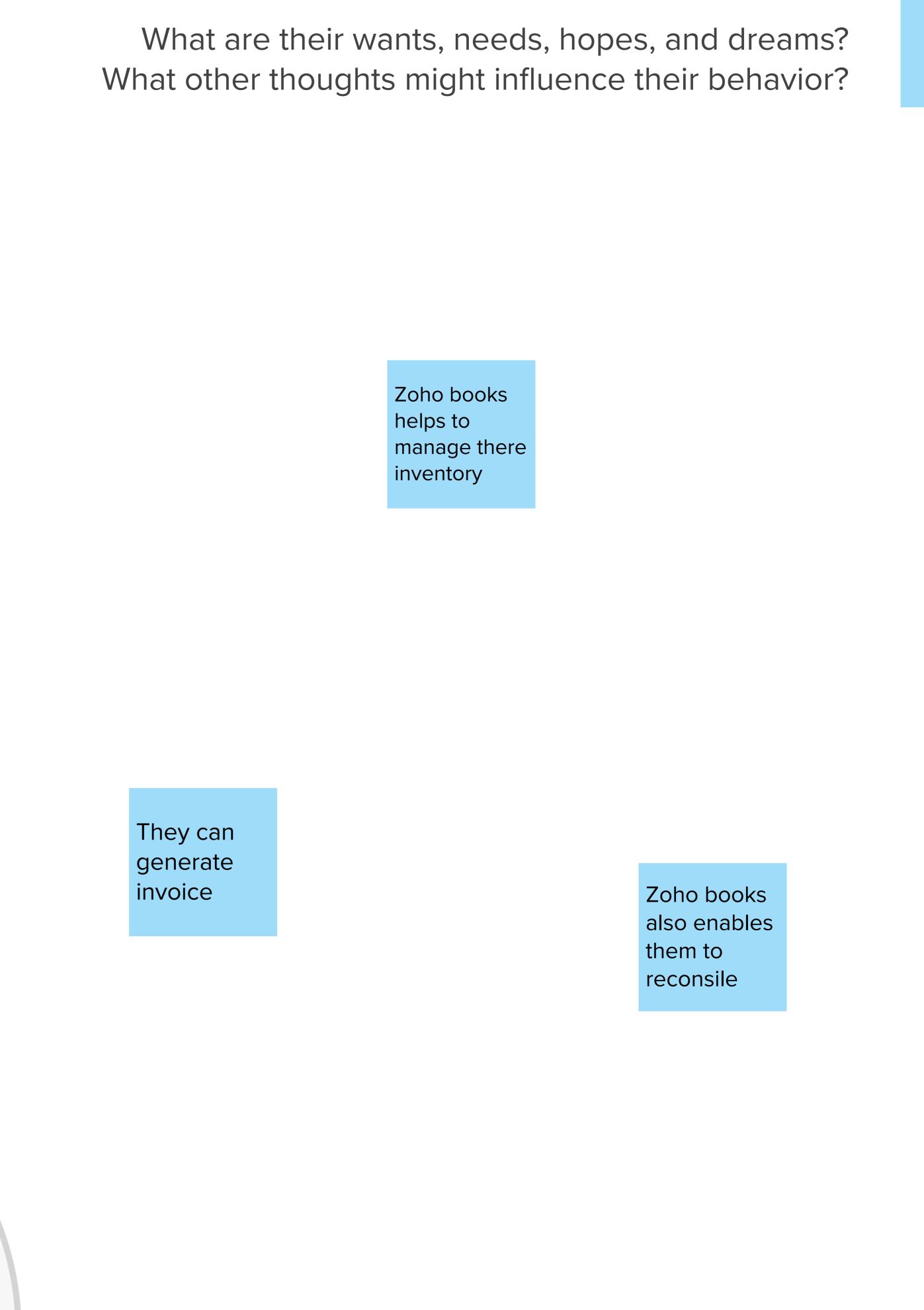


They

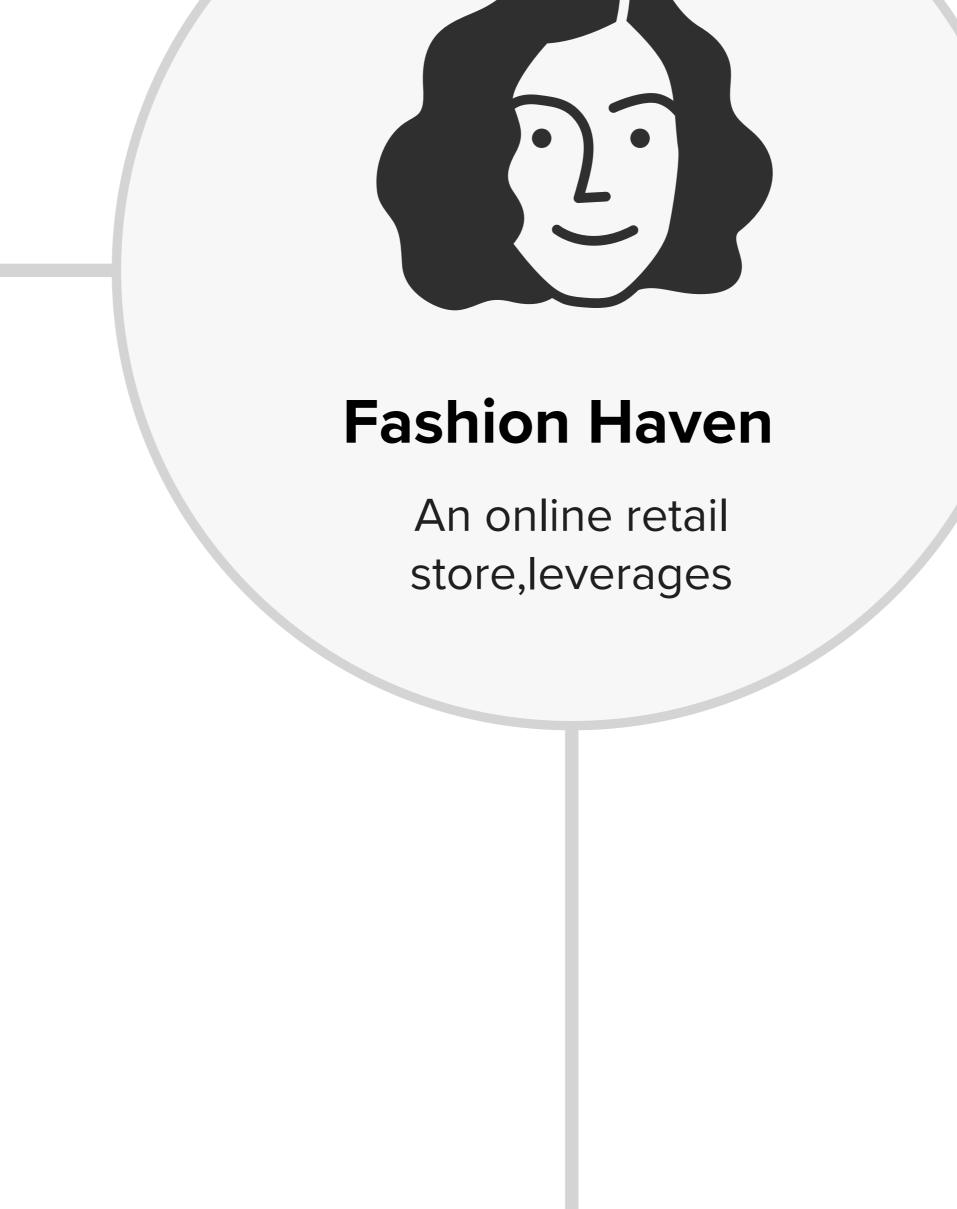
generate

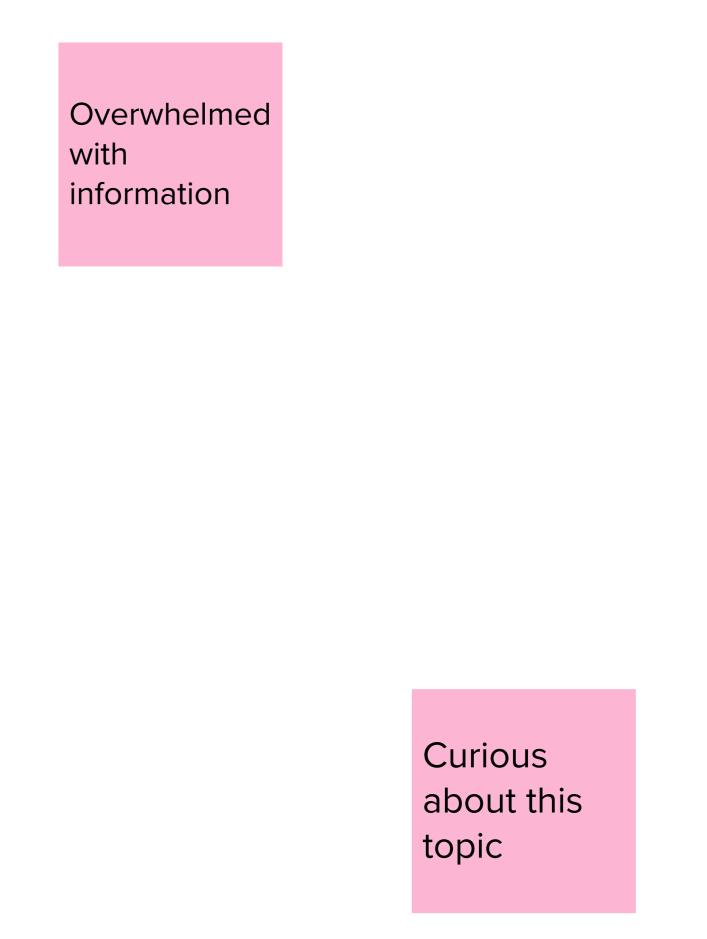
financial

reports.



**Thinks** 





Excited to learn about this



## Does

We can

bank

reconcile

transactions

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

It helps us

to make

informed

decision



**Feels** 

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

