



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?

They will  
get a  
financial  
awarness

To understand  
how the  
money is being  
the uyilized.

Useful  
when  
choosing a  
work .

User will get an  
ide about annual  
payroll for  
Different types of  
business.

Important  
to invite  
customers

To determine  
the cost of  
profitability  
analysis

Jill Anderson

Jill is about to  
start a business

To get an  
idea on how  
to choose a  
business

Awarness  
on expense  
while doing  
a business

To understand  
the infrastructe  
of a business

Using for  
startup  
companises

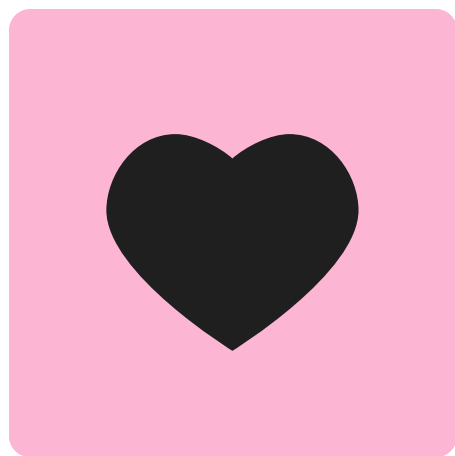
It is also  
useful for  
someone in  
search of a  
business

Get an idea  
on starting  
a business



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?

[See an example](#)

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