

## 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?



I Have A
Company Of
Tour Operator
,Leverages

I Manage To
Enchane
Customer
Services And
Financial
Operations

I Can Generate
Professional Invoice
,Reconcile payment
And Moniter For
Financial
Performance

I will Manage My Company Leverages Bookings

I Will Keep My Company Track project Expense

I Will Keep Handle My Customers Invoices.



Travel Trax Tours

A Tour Operator,Leverages Zoho

I wil Do My Client Invoice .

I Will
Maintains
Records Of
My
Customers.

Generate
Professional
Reconcile
Payments And
Monitor
Performance

Overwhelmed With I formation

Excited To Learn About This

Curious About This Topic



## 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?

