



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?

"We need a system that simplifies event planning and management."

"Can we have a feature to track attendee registrations and engagement?"

"It should integrate seamlessly with our existing Salesforce environment."

"I hope it can help us collect and analyze valuable attendee data."

"Is this project going to be within our budget and timeframe?"



RUBAN R

Build an Event Management System using Salesforce

Attendees:
Register, provide event feedback, and participate in sessions.

Event planners:
Schedule events, manage registrations, and analyze data.

Salesforce administrators:
Configure and maintain the system, ensuring data accuracy.

Stakeholders may feel excited about the potential benefits.

They might also feel concerned about the complexity of the project.

There could be a mix of enthusiasm and anxiety about the transition to a new system.



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?