

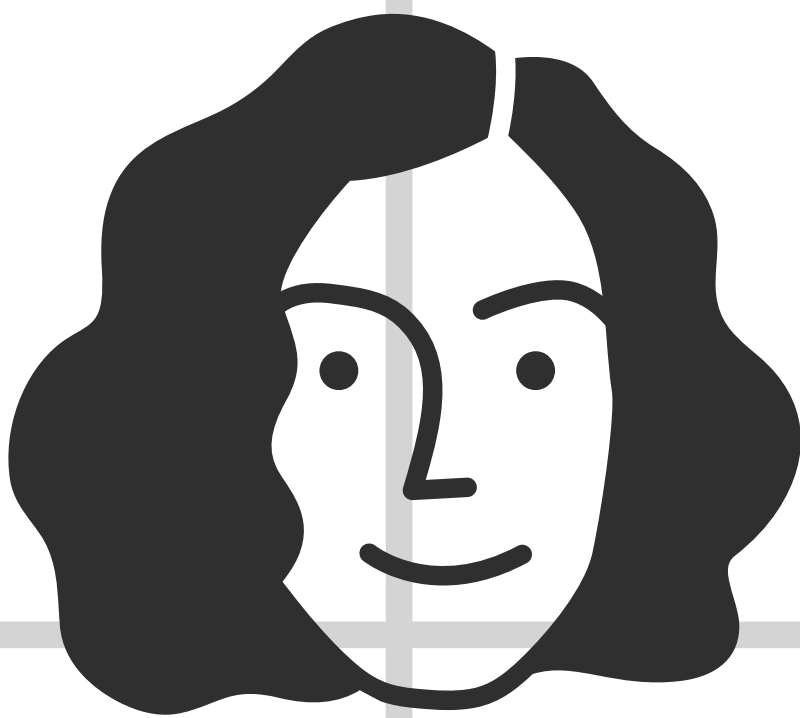
Says

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?



Techpro solutions
IT services company,
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I have a
company of
IT services
company

This software
helps my
company to
streamline their
financial
processes

My company
aims for
sustainability

I will manage
my client
billing and
invoicing

I will keep
my company
track project

I will record
billable hours
and generate
professional

I will do my
client billing
and
invoicing

I will
generating
professional
invoices

I will
maintain
record of
customers

Overwhelmed
with
information

Excited to
learn about

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?