



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?



Pizza Couriers
Pizza Delivery App

Customers: "I want my pizza delivered hot and on time."

Customers: Hungry, expect efficiency, want a user-friendly experience.

Delivery Personnel: "I need clear directions for each delivery location."

Administrators: "We need to manage orders efficiently and track delivery status."

Delivery Personnel: Concerned about timely deliveries, need support for navigation.

Administrators: Want streamlined order management, aim for customer satisfaction.

Customers: Place orders, track delivery status, make payments.

Delivery Personnel: Navigate to delivery locations, update order status.

Customers: Frustration due to delayed orders, delight in a hassle-free ordering process.

Administrators: Manage orders, assign deliveries, monitor performance.

Delivery Personnel: Stress due to unclear directions, satisfaction in completing successful deliveries.

Administrators: Challenges in managing peak hours, satisfaction in optimizing delivery routes.



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?