



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?



Need to generate donor receipts

want to generate financial reports

Does zohobooks manage our learning centre's donations?

is this really worth it?

Want to track expenses related to educational programs

Where should i start?

How does this compare to similar products i've used?

wasting too much time?

compare with other products

Asks friends for reference who've already used

Cost effective

Satisfied

comparing price

User friendly

Over-whelming

Maintains financial transparency

Saves work and time

Usure who to trust



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?