



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?

Go to sale
customer or
purchases
or vendors

Create a
purchase
order

Fill in the
details for
customer
or

The
services

Items
are the
product you
sell

Items are
provide

Zoho
books for
fashion
haven

Best
accounting
tools for small
business

You
prioritize
your work

double entry
bookkeeping

Online
payment

Contact
management

Inventory
management



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?