Says What have we heard them say? What can we imagine them saying? What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? need to track and verify products authenticity the traceability of data shared social environment plays a critical role in determining the lilelihood platform for an across a business network It allows companies to track their products down the supply chain. streamlined compliance with traceability regulation to avoid legal issues Traceability fear of counterfeit pharmaceutical drugs in filtrating companies the supply chain have been remains a significant concern implementing serialization advanced Al trust in the robust data security algorithms integrity of the measures to protect sensitive quickly detect supply chain of anomalies, and information while traceabilty data maintaining potential risk in encourages transparency the supply chain anxities related conducting to unexpected audits and disruptions in verifications to the supply ensure that the chain, such as drug supply natural disasters chain is secure Does

See an example

What behavior have we observed?

What can we imagine them doing?

a number of these influences maybe found in an individuals social environment

feeling accountable for the safety and security of the supply chain can lead to more

proactive behaviour in traceability

Feels

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?