



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?

Security

Data privacy

Supply digitization

Enhancing customer trust

QR code verification

Monitoring the movement scanning



Documenting all process

Tracking and traceability

Scanning Transparency

Accuracy

Transparency

Safety



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?