



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?



School management system

It is a salesforce
Project

I struggle with
keeping track
of student
attendance
manually.

Teachers may feel
overwhelmed and
stressed by
administrative
tasks.

The system
needs to be
user-friendly
and easy to
navigate.

Parents are
concerned about
their child's
academic
progress and
well-being.

Teachers
spend hours
on paperwork
and data entry.

Students have
difficulty
accessing
academic
information and
schedules.

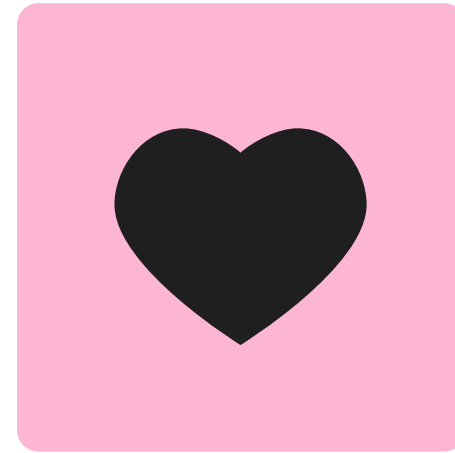
Parents
frequently
request updates
on their child's
performance.

Students need
a convenient
way to access
their academic
information.



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?