



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?



Company

Complaints about the complexity of expense reporting

Frustration with manual expense tracking

Requests for more transparent expense policies

Suggestions for improving expense tracking tools

Worries about compliance with company policies

Desire for a streamlined and user-friendly expense system

Collect and organize receipts

Fill out expense reports

Motivated to get reimbursed quickly

Faster reimbursement processes

Submit expenses for approval

Real-time expense tracking



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?

See an example