



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?

Preparation and
Maintenance of
ZOHO Books
for TravelTrax
Tours

and handle
invoicing for
their
customers

They can
generate
professional
invoices,
reconcile
payments,

TravelTrax Tours,
a tour operator,
leverages Zoho
Books to manage
their bookings,
track expenses,



and enhance
customer
service

handle invoicing
for their
customers. They
can generate
professional
invoices,

and monitor
their
financial
performance

Zoho Books
helps them
streamline
their financial
operations



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?