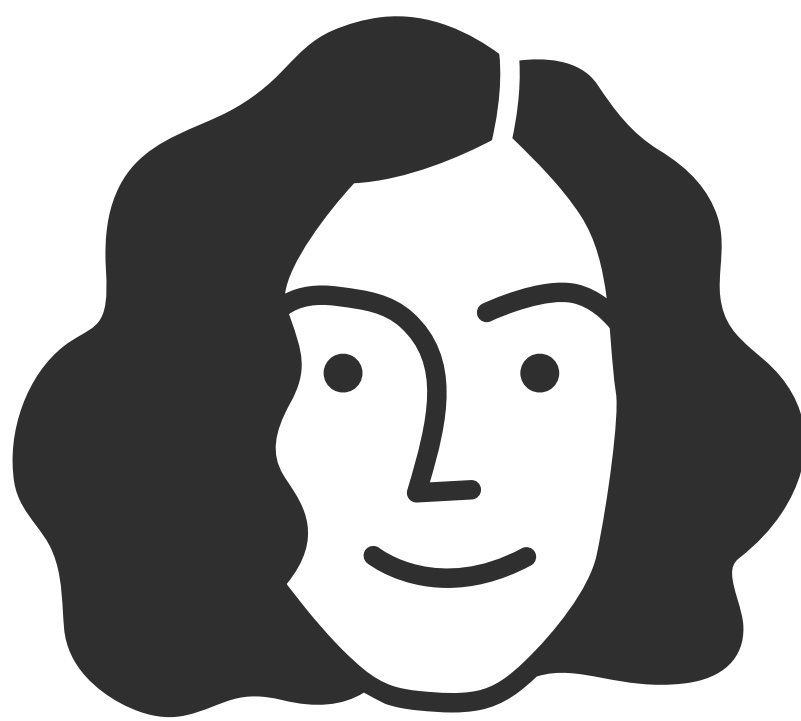




Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Preparation and Maintenance of ZOHO Books for Dream Homes Realty

Dream Homes Realty, a construction company, uses Zoho Books to track project expenses, manage

Maintenance of ZOHO Books for Dream Homes Realty

subcontractor payments, and handle invoicing.

They can generate estimates and invoices for clients,

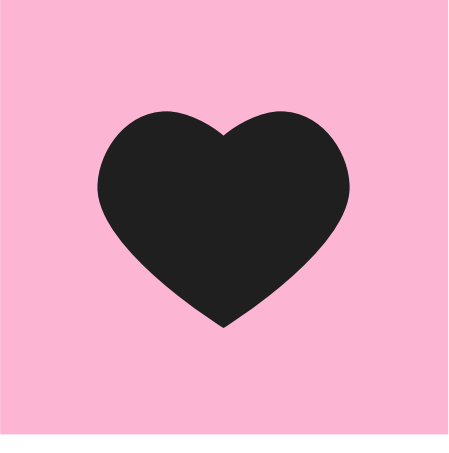
profitability of each project. Zoho Books provides them with financial

track job costing, and monitor the profitability of each project

insights to make informed decisions.



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?