

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?



"Zoho Books could be the solution to our financial management challenges."

"Improving our financial processes will save us time and money"

"Better financial management can help us stand out in the interior design industry."

"We need a better way to manage our finances."

"Our financial processes are too complex."

"Efficiency is crucial for our business success."



ABITHA K

BINCY Y
JANANI S
KARTHIKAYENI M
NAGADEVI P
NIVETHA S

Researches and decides to implement Zoho Books.

Monitors
their
financial
data closely

Collaborates
with their team
to integrate the
software
effectively

Frustrated by the complexity of their current financial processes.

Hopeful that Zoho Books will simplify their finances.

Determined to succeed and grow in the interior design industry.

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?



