



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?



Bright Ideas Consulting
Expert consulting
Services in INdia
and outside India

track billable
hours,
expenses,
and project
costs

mobile app that allows
Bright Ideas Consulting to
access their data from
anywhere. This can be a
great convenience for
consultants who work
remotely or travel
frequently.

looking for an affordable,
easy-to-use, and scalable
accounting software with
features that are
specifically designed for
this type of business.

can help Bright
Ideas Consulting
to streamline their
workflow and
improve their
productivity.

create and
send
invoices to
your clients

accept
payments
throughonline

access your
data from
anywhere

generate
reports for
better financial
management.

Consulting offers
various expert
consulting
services in India
and outside
India

calculate the
billable hours for
each project and
ensure that they are
getting paid fairly
for their work.

information can be
used to monitor
their profitability and
identify areas where
they can save
money.

reports can help
them to identify
areas where they
can improve
their profitability
or efficiency.



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?