



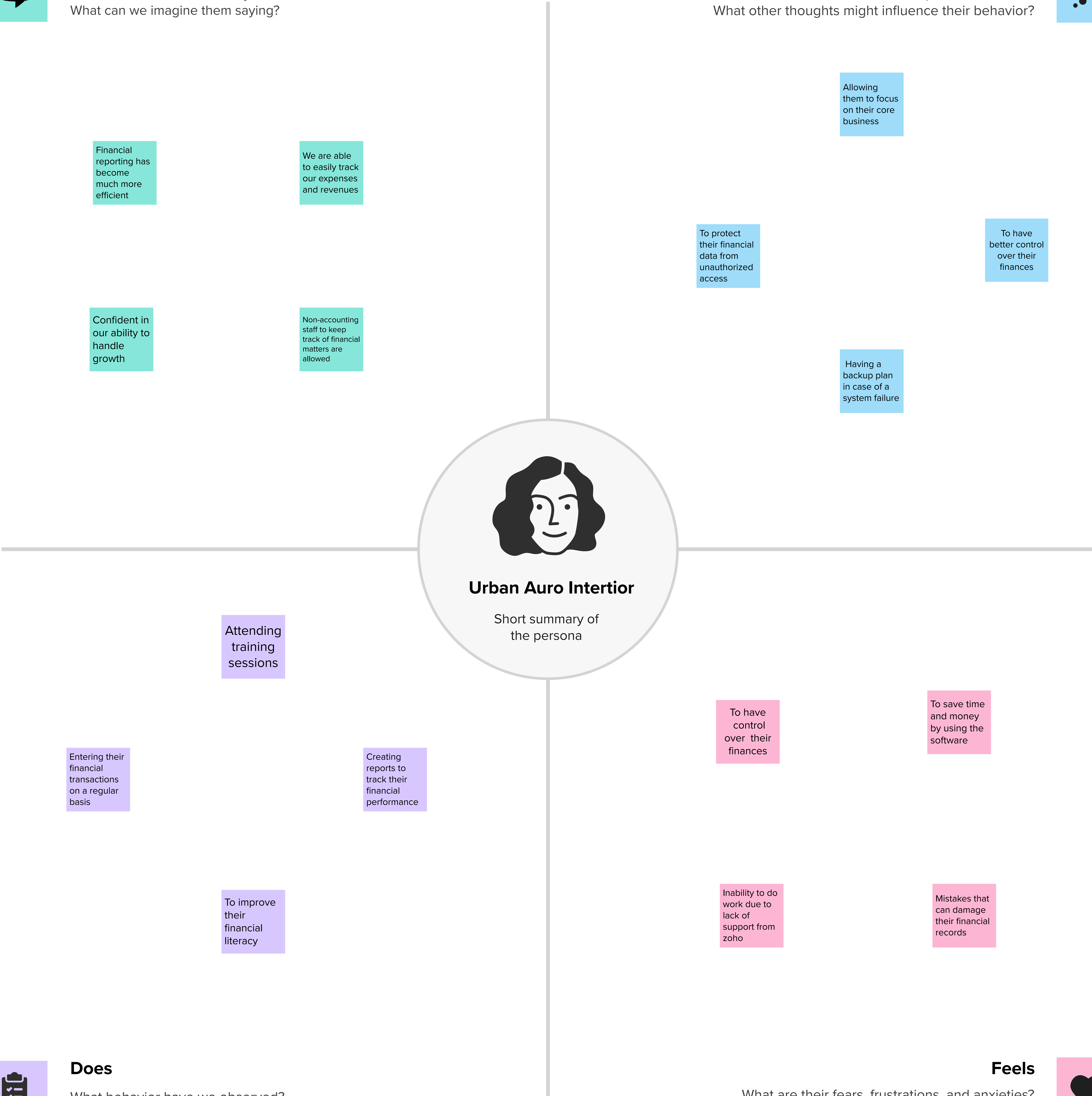
Says

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?



Financial reporting has become much more efficient

We are able to easily track our expenses and revenues

Confident in our ability to handle growth

Non-accounting staff to keep track of financial matters are allowed

Allowing them to focus on their core business

To protect their financial data from unauthorized access

To have better control over their finances

Having a backup plan in case of a system failure

Attending training sessions

Entering their financial transactions on a regular basis

Creating reports to track their financial performance

To improve their financial literacy

To have control over their finances

To save time and money by using the software

Inability to do work due to lack of support from zoho

Mistakes that can damage their financial records



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?