



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?

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for TechPro  
Solutions

I need a user-friendly accounting software.

I want to keep track of all expenses and billable hours in one place.

I often worry about making errors in GST filings

I hope Zoho Books can simplify our financial processes.

I need to ensure all financial data is accurate to avoid compliance issues

I wish I had more time to focus on financial analysis rather than data entry.

Uses Zoho Books daily for invoicing, expense tracking, and financial reporting.

Regularly checks for software updates and improvements.

Seeks online tutorials and support when facing issues with Zoho Books.

Frustrated with manual data entry and re-conciliation.

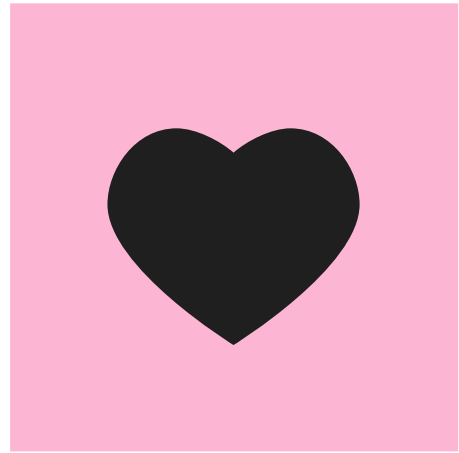
Anxious about GST compliance and tax audits.

Stressed when clients don't pay on time due to invoicing delays



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?