



**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?



It helps  
Companies in  
saving money  
by Reducing  
cost

It is an ever  
Increasing  
demand for  
cloud computin  
Applications

Cloud  
computing in  
India is  
preticted to  
have an 24%

It is better to  
update from  
Desktop  
based  
Accounting

Cloud based  
Applications are  
Access  
Anywhere using  
Net Connectivity

Higher  
performance  
and  
availabilty



Educonnect Learning

More than 12  
Applications  
in Cloud  
Accounting

ZOHO  
Books, IBM  
Cloud, AWS,  
etc...

It is Real  
Time Data  
Processing  
and Analysis

It is a One step  
platform for  
Managing  
Accounting Tasks  
and Financial  
Transaction

ZOHO Books is a  
cloud Accounting  
platform Which  
Takecare of  
Business Finance

It Minimize the  
Need to enter  
Data Manually  
and Reduces  
Errors



**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?

