



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Educonnect learning center,an (Educational institution),uses zoho Books to manage their donations,track expenses,and handle grant finances).

They can generate donor receipts,track expenses related to educational programs and generate financial reports)

Zoho books helps them maintain financial transparency and accountability)

wants:  
The person can wants higher study.  
Dream:  
The person can achieve their own goal.

Needs:  
The person can needs financial support.

Hopes:  
The person can help the center of educonnect learning.

The others thoughts might influence their behaviour Don't comparing with others.  
forex:talent,economy level(high or low)and etc.,

The person who got highest marks in exams.They got financial support from trust (Edu connect learning so center) they can continue their higher studies.

Economy down students can get a financial support from the trust (edu connect learning center) for their studies.

For example: donations,finance and etc.,

The preparation of zoho books is a comprehensive cloud accounting platform that makes record and maintain of the "edu connect learning center" of finance.

Fears ;  
The person can no economy so no education .  
Frustrations;  
The person can not achieve their own goal.

Anxieties:  
No financial support.

Sometimes comparing with others of economy level feeling might influence their behaviour.