



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?



HealthHub
Medical Clinic, a
healthcare facility,
relies on Zoho
Books to manage
patient billing and

They can track
medical service
fees, manage
insurance payments,
and generate
statements

Books to
manage
patient billing
and invoicing.

payments, and
generate
statements for
patients.

HealthyHub
Medical Clinic

invoicing. They can
track medical
service fees,
manage insurance
payments, and
generate statements

Zoho Books
helps them
maintain financial
transparency and
ensures efficient
billing

for patients.
Zoho Books
helps them
maintain financial
transparency

financial
transparency
and ensures
efficient
billing processes

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?

