



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?

We struggle with tracking donations and expenses efficiently.

I hope this change simplifies grant finance tracking.

Can Zoho Books help us save time in generating donor receipts?

How can Zoho Books address our specific financial challenges?

What improvements in our daily tasks can we expect?

Are there potential disruptions during the transition to Zoho Books?

EduConnect Learning Center

Actively participates in discussions about current financial processes.

Attends Zoho Books training sessions with enthusiasm.

Engages with Zoho Books for data entry and report generation.

Optimistic about the potential improvements Zoho Books can bring.

Eager to embrace new tools and processes to enhance efficiency.

Anxious about any potential disruptions during the transition.



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?