



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?

"I need to manage medical finances efficiently."

"I want to focus on patient care, not paperwork."

"Is Zoho Books suitable for healthcare accounting?"

"Tracking expenses and income is time-consuming."

"Can this software simplify my billing process?"

"Will it help me avoid financial errors?"



Researches Zoho Books and its healthcare integration.

Seeks recommendations from peers in the medical field.

Tries out a demo to assess usability.

Hopeful for a solution to ease their workload.

Frustrated by complex accounting.

Anxious about financial compliance



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?