



Says

What have we heard them say?  
What can we imagine them saying?

I have a  
company of  
IT services

My company  
aims for  
sustainability

This software helps  
my company to  
streamline there  
financial

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



I will manage  
my client billing  
and invoicing

I will keep my  
company  
track project  
expenses

I will record billable  
hours and generate  
professional invoices



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IT services company.utilis  
Zoho books

Overwhelmed  
with  
information

Excited to  
learn  
about

Curious about  
this topic



Does

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

I will maintain record  
of customers

I will do my  
client billing  
and  
invoicing

I will generating  
professional invoices

Feels

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

