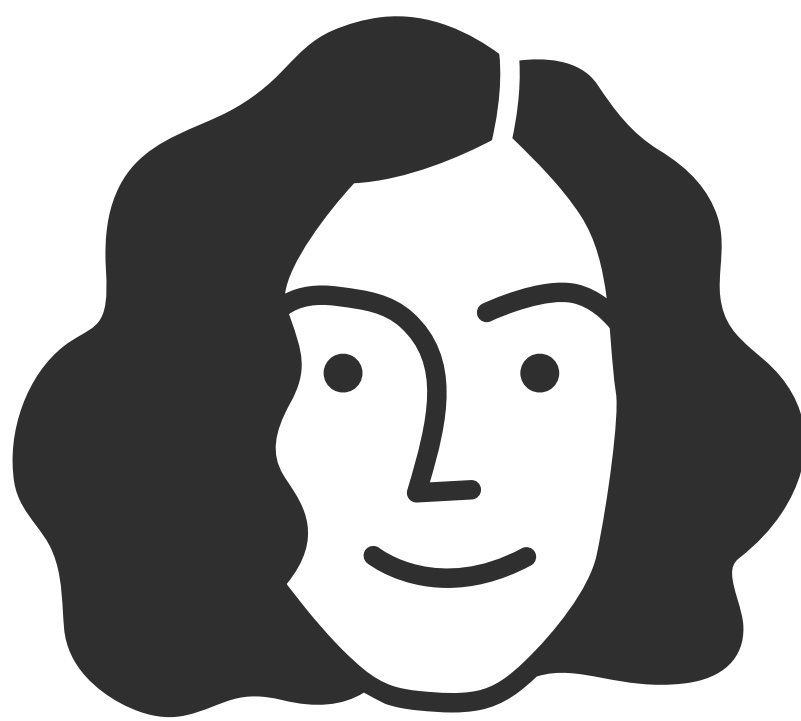




Says
What have we heard them say?
What can we imagine them saying?



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



Preparation and Maintenance of ZOHO Books for Bright Ideas Consulting

Bright Ideas Consulting, a consulting firm, relies on Zoho Books to track their billable hours, expenses,

Books to track their billable hours, expense and client invoices

Maintenance of ZOHO Books for Bright Ideas Consulting



Bright Ideas Consulting is a Private Limited company also registered under GST in Tamil Nadu. Bright

Ideas Consulting offers various expert consulting services in India and outside India.

The software helps them accurately calculate project costs, monitor profitability,

and generate reports for better financial management.



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?