



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?

Accurate financial records are essential for making informed business decisions.

How can we make the transition to Zoho Books as smooth as possible for our team?

I've heard that Zoho Books offers powerful reporting capabilities.

How can Zoho Books' reporting features provide valuable insights for our projects?

What training and resources will be available to us for a seamless transition?

What's the best approach for our team to quickly adapt to Zoho Books?

Explores Zoho Books' reporting capabilities to gain insights into project financials.

Offers feedback and communicates concerns to ensure a smooth transition.

Attends training sessions and utilizes available resources to adapt to Zoho Books.

Excited about the prospect of gaining valuable financial insights through Zoho Books.

Determined to adapt quickly and effectively to the new system.

Appreciative of the project manager's guidance and support 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?