



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?

Are there resources available to support us during this transition?

Will Zoho Books be user-friendly and easy to learn?

We need transparency and accountability in our financial processes.

Can Zoho Books provide insights to improve our financial decisions?

What training and assistance will be available to us?

Will Zoho Books align with our existing workflows?

Collaborates with team members to ensure a smooth integration.

Expresses concerns and seeks clarification during the transition.

Provides feedback on the usability and effectiveness of Zoho Books.

Hopeful that Zoho Books will provide valuable financial insights.

Cautious but open to change and willing to adapt to Zoho Books.

Relieved when receiving support and resources for learning.



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?