

## 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?



EduConnect  
Learning  
Center, an  
educational  
institution

its very  
useful to  
college  
students

It is cloud data  
accounting data  
maintance  
easily and  
secured one

uses Zoho Books  
to manage their  
donations, track  
expenses, and  
handle grant  
finances.

y can generate  
donor receipts, track  
expenses related to  
educational  
programs, and  
generate financial  
reports.

digital content  
library  
colaberating  
learning with  
social media



Educonnect learning  
centre

Zoho Books allows  
you to understand  
your business's  
financial trends  
and analyze  
growth patterns.

Zoho Mail is a  
secure and powerful  
e-mail platform for  
teams of all sizes.  
Easy to get started  
with or migrate to.

Zoho Books is your  
one-stop platform  
for managing your  
accounting tasks  
and organizing your  
transactions.

It's a single secure  
location to keep up with  
your company's bills and  
invoices, reconcile your  
bank statements, control  
your spending, oversee  
projects, and eliminate  
GST compliance worries.

Workforce identity  
and access  
management for  
cloud businesses. A  
virtual HQ for your  
teams with email,  
chat, docs, and more.

ts interface is immediately  
intuitive, so it's easy to learn  
and use. You can connect  
other Zoho apps, even on the  
free plan, but paid plans get  
access to hundreds of apps.  
Zoho CRM's mobile app gives  
you quick access to your  
contacts, leads, notes and  
deals.

## 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?

