



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?

We use Zoho Books to monitor our profitability and financial performance

The software is good for calculating project costs accurately.

Zoho Books makes invoicing clients easy and organized for us

Is Zoho Books the right choice for our consulting business?

Are we using Zoho Books effectively to manage our finances?

How can we optimize our use of Zoho Books for better financial insights

Review financial reports in Zoho Books to assess our performance

Enter billable hours and expenses into Zoho Books on a regular basis.

Explores options for additional financial tools to complement Zoho Books.

Concerned about the complexity of financial management

Interested in improving our financial monitoring for increased profitability.

Happy with Zoho Books for easy client invoicing.



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?