



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?

Zoho Books is relied upon by us for the purpose of tracking our billable hours and expenses.

Zoho Books helps us generate accurate client invoices

It's essential for calculating project costs and monitoring profitability

We need Zoho Books to ensure our financial records are accurate and up-to-date

How can we use Zoho Books to optimize our financial management?

Are there any new features or updates in Zoho Books that can benefit us?

Regularly input billable hours and expenses into Zoho Books

Generate client invoices and send them out promptly.

Use Zoho Books reports to gain insights into our financial performance.

Satisfied with the ease of generating invoices and tracking expenses

Confident about our ability to manage finances effectively with Zoho Books.

Anxious about staying compliant with GST regulations in Tamil Nadu.



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?