

**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?

It will safe  
Track Billable  
hours are  
Seamlessly?

It will safe  
Transactions  
Payments

It Supports  
multiple  
Currencies?

Can bank  
accounts be  
connected  
easily?

This Website  
Updating or  
Not

It will safe  
Managing  
uses access

Preparation and  
Maintanace of ZOHO  
BOOKS for Fresh Bites  
Catering

Checking  
Invoice,Bills,ect.  
transactions

Updating  
Inventory,Invoice  
details

It is  
satisfaction to  
all Customers  
and Suppliers

It is usefull  
for Start Up  
Companies

Checking for  
software  
updates

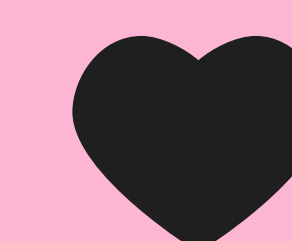
This  
software is  
very nice

**Does**



What behavior have we observed?  
What can we imagine them doing?

[See an example](#)



**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?