



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

Are there specific features or functionalities they mention?

What might be going on in their minds when it comes to ZOHO Books?

Are there common challenges or pain points they express verbally?

What do the staff and administrators at EduConnect say about ZOHO Books?

Do they have specific expectations or goals?

Are there concerns or doubts about using the software effectively?

What actions are taken in the context of ZOHO Books preparation and mainWhat actions are taken in the context of ZOHO Books preparation and maintenance?

Do they spend a lot of time on data entry, report generation, or other tasks?

How do the staff and administrators feel about using ZOHO Books?

What tools or resources do they use alongside ZOHO Books?

Are there emotions related to the preparation and maintenance process?

Are they excited, frustrated, confident, or anxious?



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?