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 supports multiple currencies ?

can bank accounts be connected easily ?

it will safe transactions payments

this website updating or not

it will saffe managing uses access

preparation and maintenance of zoho books for fresh bites catering

checking invoice , bills,etc..,transacions

updating inventory , invoice details

checking for software updates

it is satisfaction to all customers and suppliers

it is usefull for start up companies

this software is very nice

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?

See an example