



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?

What are the current pain points in using Zoho Books for project management?

How can Zoho Books better serve the unique needs of a construction company like Dream Homes Realty?

What specific features or functionalities are missing or causing frustration?

Are there any difficulties in integrating Zoho Books with other tools or processes?

Think about the potential benefits of optimizing their use of Zoho Books for cost management and profitability analysis.

Think about whether Zoho Books can be customized or configured to better suit their specific construction project requirements.

Think about the long-term value of having accurate financial data at their fingertips for decision-making.

Think about exploring additional training or consulting services to enhance their Zoho Books proficiency and project management capabilities.



Does the team at Dream Homes Realty have sufficient knowledge and training on how to effectively use Zoho Books?

Does the current setup of Zoho Books align with the company's project management workflow?

Does Zoho Books allow for easy tracking of project expenses, subcontractor payments, and invoicing?

Does Zoho Books provide accurate and timely financial insights for decision-making?

Feel frustrated with any existing inefficiencies or challenges in using Zoho Books.

Feel uncertain about whether Zoho Books is the best tool for their project management needs.

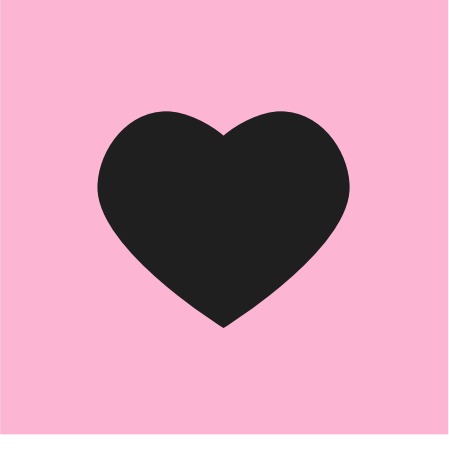
Feel the need for more support or resources to maximize the benefits of Zoho Books.

Feel motivated to improve their financial tracking and project profitability through Zoho Books.



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?