



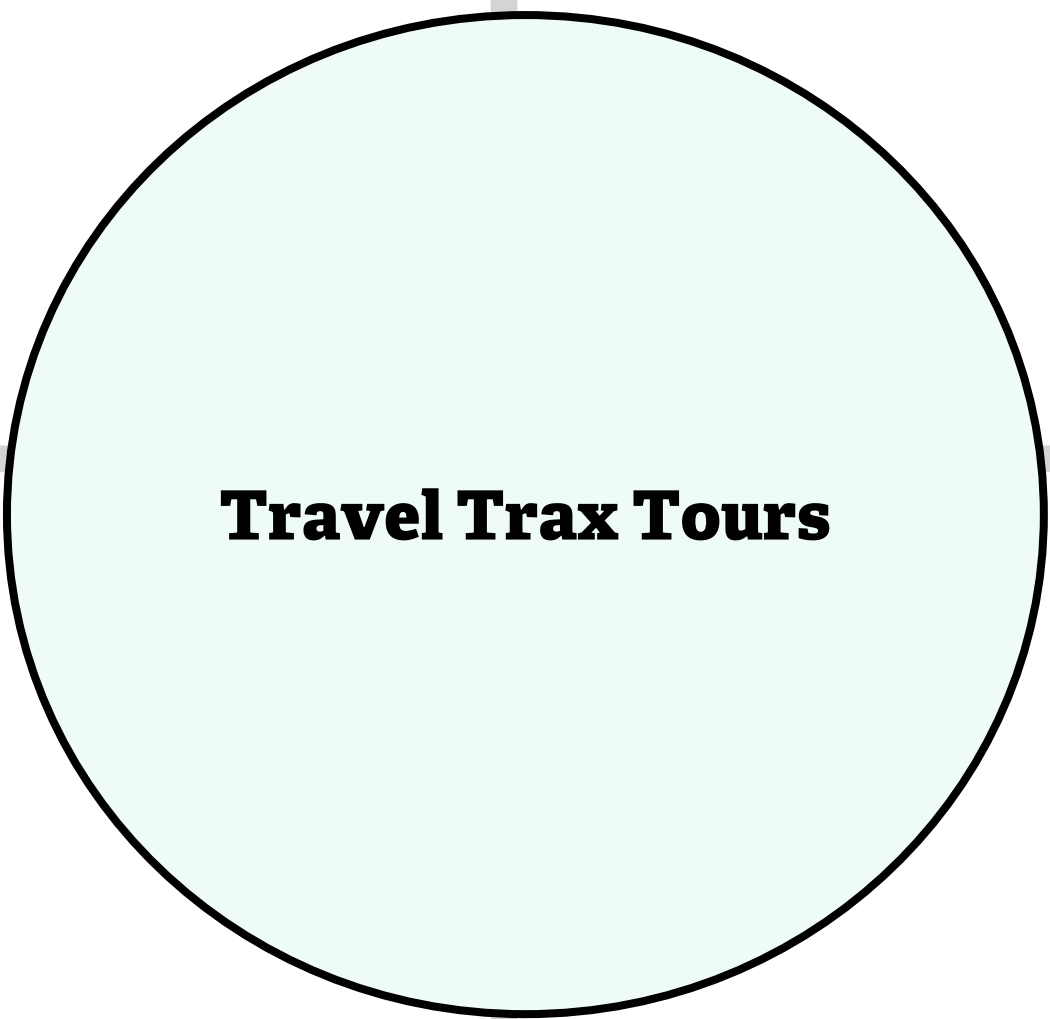
Says

What have we heard them say?
What can we imagine them saying?



Thinks

(What the User Is Thinking):



"I need to set up ZOHO Books for our travel business."

"It's challenging to keep track of tour expenses."

"I want accurate financial reports for our tours."

"I'm worried about missing tax deadlines."

"Is ZOHO Books the right accounting software for our business?"

"I want to streamline invoicing and payment tracking."

"How can I ensure our financial data is secure?"

"I need to improve financial efficiency for our tours."

Researches:
ZOHO Books and accounting best practices.

Frustration:
Due to the complexity of financial management.

Inputs Data:
Enters financial transactions into ZOHO Books.

Communicates:
With team members or accountants for support.

Seeks Training:
To become proficient in using ZOHO Books.

Concern:
About financial accuracy and compliance.

Curiosity: To learn more about ZOHO Books features.

Determination:
To make the accounting process more efficient.



Does

(User's Actions):



Feels

(User's Emotions):