



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

can bank  
accounts be  
connected  
easily ?

it supports  
multiple  
currencies  
?

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.,transacio  
ns

updating  
inventory ,  
invoice  
details

it is  
satisfaction to  
all customers  
and suppliers

checking  
for  
software  
updates

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?