



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?

Ensuring data accuracy, handling various financial transactions for Techpro.

Managing financial operations effectively, maintaining business growth.

Addressing complex financial questions, resolving technical issues efficiently.

Adapting to new accounting tools, maintaining productivity.

"How can I effectively manage Techpro's financial data and accounts?"

"I need real-time financial insights to make informed business decisions."

"How can we provide effective assistance to Techpro Solutions?"

"Will this change affect my day-to-day accounting and finance tasks?"



User-friendly accounting software, support in setting up and managing complex financial transactions.

Accessible financial data, easy-to-understand reports, cost-saving solutions.

Clear communication channels, in-depth knowledge of ZOHO Books, empathy for Techpro's unique accounting requirements.

Training or guidance on using ZOHO Books for their specific roles, reassurance about data security.

Frustration with manual bookkeeping, the desire to streamline processes.

Concerned about business profitability and financial stability, looking for efficiency.

Desire to offer excellent customer service, resolve issues promptly.

Curiosity about new processes, concerns about potential disruptions in their work.



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?