



Says

**Says it's user-friendly:** Zoho Books claims to be user-friendly, making it easy for businesses to set up and use their accounting software without extensive training.

**Says it's time-efficient:** Zoho Books claims to save time by automating tasks like data entry, invoicing, and expense tracking, allowing users to focus on other aspects of their business.

**Says it's compliant:** Zoho Books often states that it helps maintain compliance with tax regulations and accounting standards, reducing the risk of errors and penalties.



Thinks

**Thinks about user convenience:** Zoho Books likely considers the convenience of users by providing features such as mobile access and easy-to-navigate interfaces.

**Thinks about automation:** The software likely focuses on automating repetitive financial tasks to save users time and reduce errors.

**Thinks about scalability:** Zoho Books likely considers the scalability of businesses, acknowledging that they may grow or change over time. The software may offer features and options that allow businesses to adapt as they expand, ensuring that their financial records can be maintained effectively regardless of their size.

preparation and maintenance of zoho books

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**Prepares financial statements:** Zoho Books can generate financial statements like income statements, balance sheets, and cash flow statements, helping businesses assess their financial health.

**Automates bookkeeping:** It automates various bookkeeping tasks such as recording transactions, categorizing expenses, and reconciling bank accounts.

**Manages invoicing and payments:** Zoho Books enables businesses to create and send invoices, receive payments online, and send payment reminders.

**Feels organized:** Users often feel more organized with their finances when using Zoho Books because it provides a structured and organized way to maintain financial records.

**Feels in control:** Users may feel more in control of their finances as the software provides real-time insights into their financial performance.

**Feels secure:** Zoho Books often instills a sense of security among users by employing encryption and secure data storage to protect sensitive financial information.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

 See an example