

Says

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

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

We need to set up ZOHO Books for our financial transactions

I wish there was an easier way to reconcile our accounts

It's challenging to keep track of all our expenses and revenues I want our financial records to be accurate and up to date

There must be a more efficient way to manage our finances

I'm concerned about compliance with tax regulations



Person's Name

Yuvaraja R

Enters financial data manually into ZOHO Books

I'm concerned about compliance with tax regulations

Struggles with categorizing expenses and income correctly

Enters financial data manually into ZOHO Books

Generates basic reports for management and auditing purposes

Struggles with categorizing expenses and income correctly



Does

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



See an example

Feels



