



Says

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

Bright Ideas Consulting, a consulting firm, relies on Zoho Books to track their billable hours, expenses, and client invoices. The software helps them accurately calculate project costs, monitor profitability, and generate reports for better financial management.

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Thinks

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

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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?