



Says

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

TravelTrax Tours, a tour operator, leverages Zoho Books to manage their bookings, track expenses, and handle invoicing for their customers. They can generate professional invoices, reconcile payments, and monitor their financial performance. Zoho Books helps them streamline their financial operations and enhance customer service.

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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?