



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?

Fresh Bites Catering, a catering service, utilizes Zoho Books to manage their sales, track inventory, and handle invoicing. They can generate professional invoices for clients and track expenses related to ingredients and supplies. Zoho Books helps them maintain accurate financial records and streamline their catering operations.

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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?