

# Finance and Accounting with Zoho books

## Ask

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

If I need to find something or manage my account, it should be easy for me to do it myself without having to call

I don't have time to waste on long calls or to seek out buried information

I don't expect to have to pull teeth to get something done

There's not enough info on the website

I don't have time for this

## Thinks

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



## Zoho Mentor

The Team Members  
Canva Project

Uses the chat function to self-serve

Ignores marketing emails

Avoids calling anyone on the phone

Frustrated - my needs are being ignored

Unsure' - because the info on the site it unclear

Annoyed - can't get any answers on the site

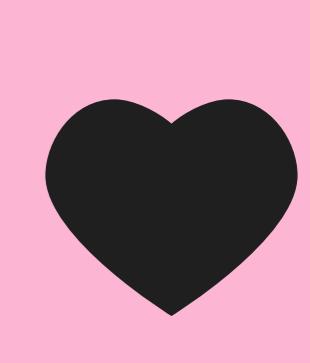
## Does

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?



See an example