



Says

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

A user at Bright Ideas Consulting responsible for managing the company's finances.

I need an accounting solution that is easy to use."  
- "I want to keep our financial records accurate and up-to-date."

I'm worried about tax compliance and regulations."



Thinks

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

"I'm overwhelmed by the complexity of financial management."

"Zoho Books might be a solution, but I'm not sure how to set it up."

"Accuracy is crucial to maintain the company's financial health."



SURIYA  
Creating an empathy map for preparing and maintaining Zoho Books for Bright Ideas

Anxious about making mistakes in financial records.  
- Frustrated with manual data entry and paper-based systems.

Hopeful that Zoho Books can simplify financial management.

Worried about keeping up with changing tax laws.



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

Spends significant time on manual bookkeeping.

Searches for online resources to learn more about Zoho Books.

Seeks assistance from colleagues or online communities.



Does

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