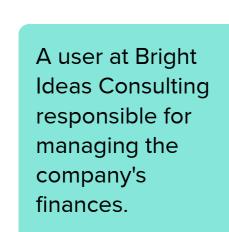
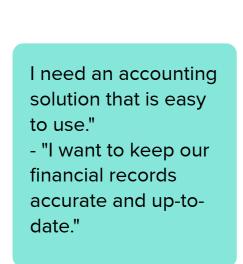


Says

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



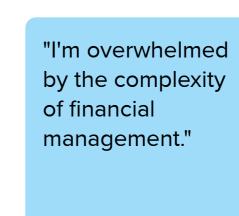


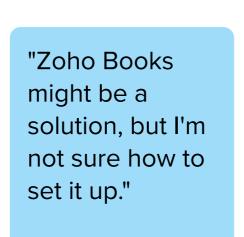
I'm worried about tax compliance and regulations."

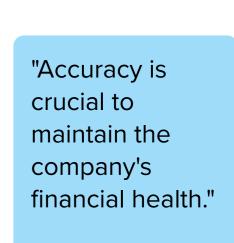


What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



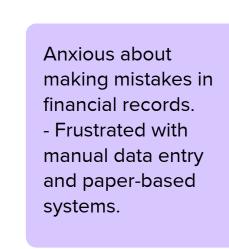








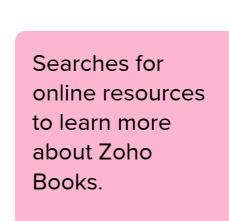
SURIYA
Creating an empathy
map for preparing
and maintaining
Zoho Books for
Bright Ideas



Hopeful that Zoho Books can simplify financial management.

Worried about keeping up with changing tax laws.

Spends significant time on manual bookkeeping.



Seeks
assistance from
colleagues or
online
communities.



Does

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





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

