

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?

They track projects

expenses,record

generate

books

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billable hours, and

invioces using zoho



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zoho books gto efficiently manage their client billing and invoicing.

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Nowadays it very important to mobilize your business by providing your customers

## 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?





