



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?

" I need a reliable system to manage our clinic's finance efficiently."

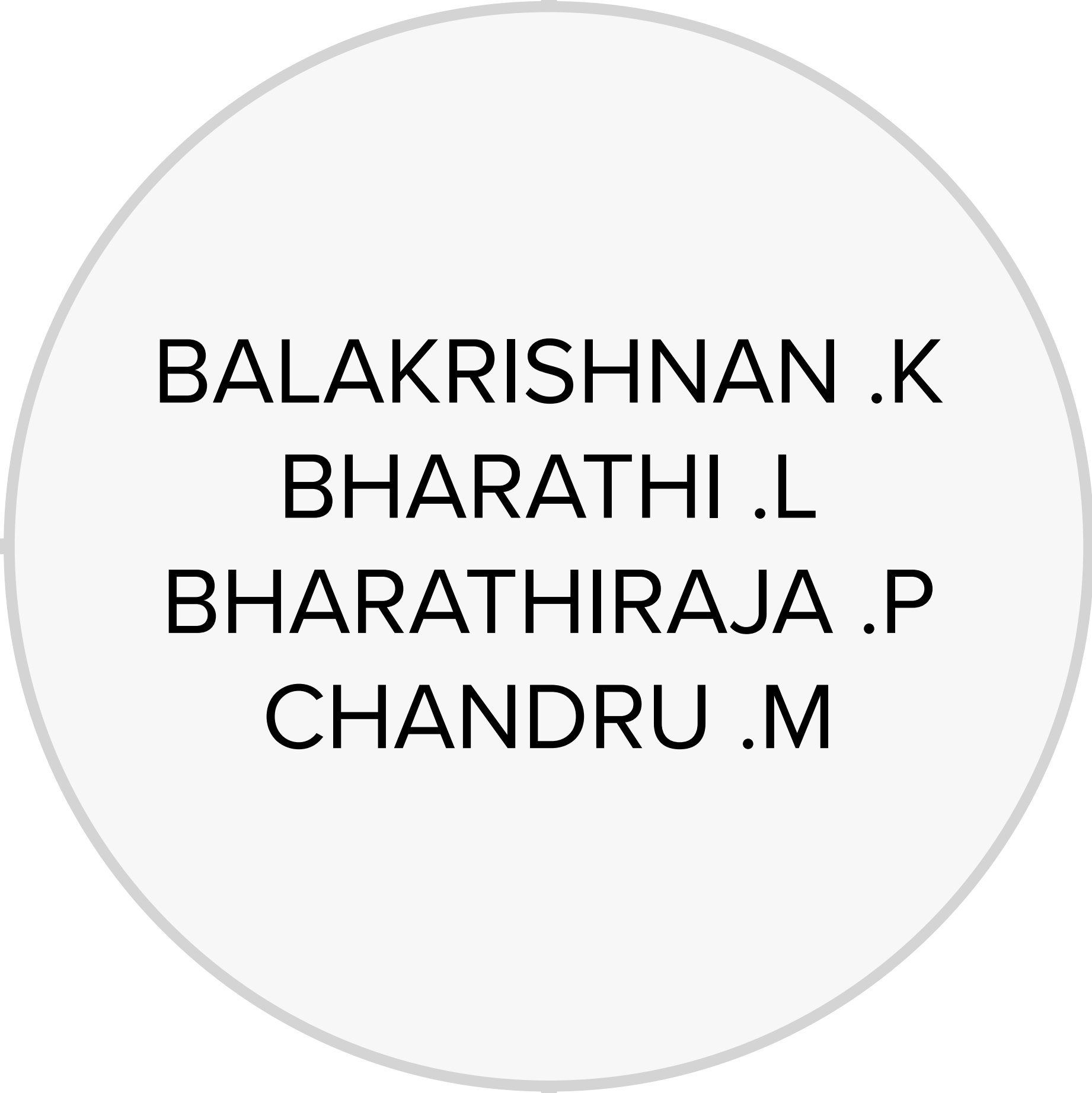
Efficiency: Clinic staff may be thinking about how ZOHO books can make their financial processes more efficient and save them time.

" How can we ensure accurate billing and invoicing for our patients?"

"I'mconcerned about staying complaint with healthcare financial regulations."

Accuracy:Concerns about the accurwcy of financial data and the need for precise record-keeping might be on their minds.

Training:They may be thinking about the training needed to effectively use ZOHO books, especially if they are not experienced with accounting software.



Confusion:Staff may feel confused when first setting up ZOHO books, especially if they are not familiar with accounting software

>Regularly update patient payment records.  
>Review and reconcile financial transaction.

>Runs financial reports for perfomance analysis.  
>Keep ZOHO books software up to date.

>Generates invoices for patient service.  
>Manages payroll for clinic staff.

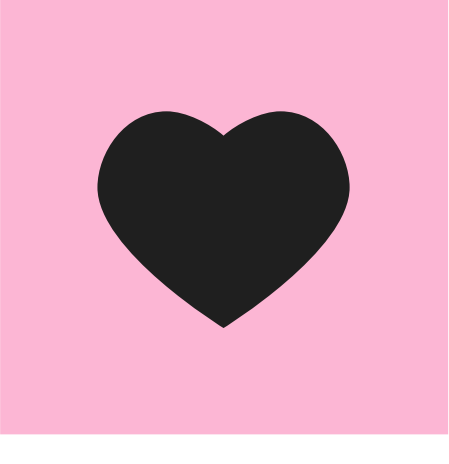
Frustration: Dealing with financial data and software can be frustrating, especially if there are technical issues or discrepancies.

Overwhelmed: The complexity of managing a medical clinic's finances can be overwhelming, especially when combined with daily patient care responsibilities.



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?