



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?

Can Zoho Books simplify the process of generating donor receipts?

It would be great if Zoho Books could make tracking grant finances easier.

I need a tool to help us manage donations and expenses efficiently

Is Zoho Books the right solution for our financial management needs?

How can we make our financial records even more accurate and organized?

What insights can we gain from Zoho Books reports to improve our financial planning?

Actively uses Zoho Books to input donation and expense data.

Engages with Zoho Books for tracking grant-related finances.

Explores Zoho Books' capabilities to streamline donor receipt generation.

Satisfied when donor receipt generation becomes more efficient.

Hopeful that Zoho Books will simplify their financial management tasks.

Relieved when grant finances are more manageable with Zoho Books.



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?