



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?

We appreciate the financial insights Zoho Books provides for informed decisions.

Efficiency in financial management directly impacts our project timelines.

Data accuracy in financial records is essential for our construction business.

What are the best practices for utilizing Zoho Books to its full potential for construction projects?

How do we ensure data security and confidentiality in our financial records?

How can we maximize the profitability of each construction project?

Tracks job costing closely to monitor project profitability.

Engages with training resources to maximize utilization of Zoho Books.

Explores Zoho Books for potential customization to meet specific construction project needs.

Eager to explore opportunities for cost savings and improved project profitability.

Excited about the potential benefits Zoho Books can bring to their construction projects.

Anxious about potential challenges in transitioning to a new financial management system.



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?