



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?

Users might express the need for a seamless integration of their medical claim data with Zoho Books.

They may talk about the importance of quick and easy access to financial and medical records.



Users want to have peace of mind that their medical claims are being accurately recorded and managed.

They may feel stressed when dealing with financial and medical paperwork, and want a solution to ease this burden.



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Regularly update the system with patient and claim data.

Actively search for accounting software.

Invest in training for employees



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?



**HARIHARASELVAN**  
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