



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?



Custom Invoices.
Have complete control over how your invoice looks.

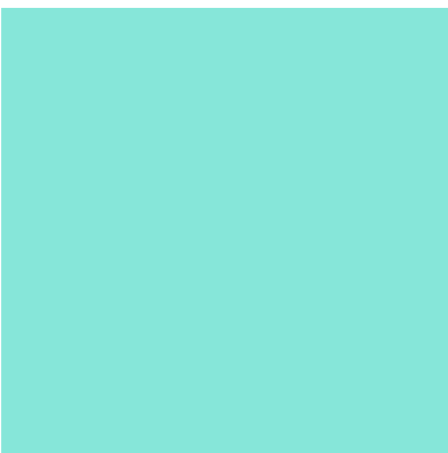
Brand Logo.
Display your company logo on your invoices.

Select the type of account under which you would like to classify your new account.

navigate to Accountant > Chart of Accounts and select +New Account.

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Online Payments.
Get paid directly from your customers and pay your vendors online.



your one-stop platform for managing your accounting tasks and organizing your transactions.

From invoicing to GST filing, manage your accounting needs with Zoho Books.

reconcile your bank statements, control your spending, oversee projects, and eliminate GST compliance worries.

Zoho Books offers a free online accounting experience for Indian businesses with turnover less than 25 lakhs per annum.



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?