



**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?



Dreams Homes Realty

I have a  
construction  
company

I will use my  
zoho books  
to track  
project  
expenses

My company  
aims for  
sustainability

I will  
estimates for  
clients track  
of each  
project

I will manage  
subcontractor  
payments

My  
companyaims  
to handle  
invoicing

I helps to  
gain more  
knowledge in  
zoho books

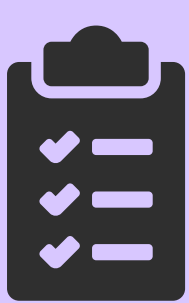
I will track  
project  
expenses

I feel very  
excited for  
learning  
dreams homes  
realty center

I will manage  
my  
subcontractor  
payments

I interested in  
gaining more  
experience  
knowledge in  
zoho books

I will provides  
financial  
insight to  
informed  
decision



**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?



[See an example](#)