



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?

Invoices generated through Zoho Books enhance our client relationships.

Transparent financial reporting contributes to our reputation as a reliable construction company.

We aim to maintain compliance with financial regulations and industry standards.

What metrics should we track to measure the impact of Zoho Books on our project efficiency?

How can we ensure timely payments to subcontractors and vendors?

Are there resources available to train our team on using Zoho Books effectively?

Dream Homes Realty

Monitors financial records closely to maintain accuracy and compliance.

Implements financial practices to ensure timely payments to subcontractors and vendors.

Actively seeks insights from Zoho Books to enhance project efficiency.

Concerned about data accuracy and financial compliance.

Relieved to have a user-friendly interface in Zoho Books for financial tasks.

Motivated to maintain a competitive edge in the construction industry.



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?