



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?

Professional invoices generated through Zoho Books enhance our brand image

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

Data accuracy in Zoho Books ensures that our financial reporting is reliable.

How can we maintain professional and organized financial documentation?

How can we ensure compliance with financial regulations in our catering business?

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

Fresh Bites Catering

Actively seeks insights from Zoho Books to enhance financial management.

Collaborates with the project team to ensure a smooth transition to Zoho Books.

Implements financial practices to ensure compliance with regulations in the catering industry.

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 catering 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?