



**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?

1 .we need  
such good  
accounting  
software

2.we are  
happy to use  
this

is it worth  
such  
investment

what are the  
benefits of  
using it

ourcompany  
needs the  
best  
accounting  
software

what are the  
disadvantages  
Of using it

we need  
accounting  
software for  
our growth

we need  
zoho for our  
daily  
challenges

will it be  
suitable for  
our  
company

does it help i  
time saving



feels excited  
about using  
a new  
software

feels  
relieved  
about better  
functionality

online  
researching  
about zoho  
software

comparing it  
with other  
softwre

might feel to  
check the  
trustability of  
the software

reach out to  
the zoho  
team for  
information

feels that this  
will help them  
increase their  
economic  
growth

feels that  
they might  
not get  
cheated

train the  
employees to  
make good  
use of the  
software

hearing to  
advic es from  
the senior  
and other  
users



**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?