



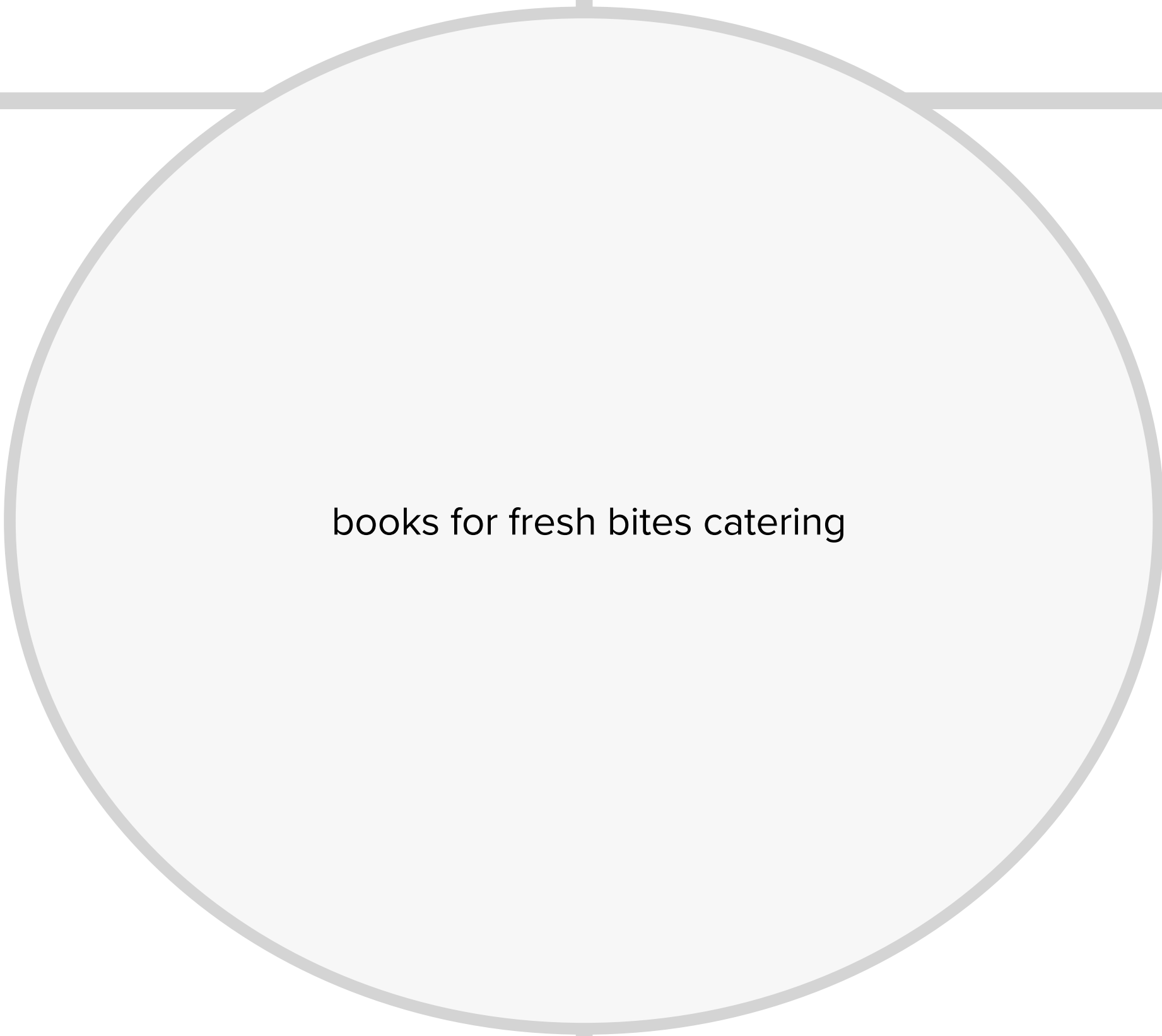
Says

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?



"I need to efficiently manage finances for Fresh Bites Catering using ZOHO Books."

Anxious about making financial mistakes and confident when properly managing finances.

"It's important to keep track of income, expenses, and invoices to ensure financial stability."

"I want a user-friendly interface in ZOHO Books."

Frustration with a complicated interface but relieved when the software is intuitive.

Thinks: "Simpler navigation and clear instructions will make my job easier."

"I need to customize the software to fit our specific catering business needs."

Hopeful about achieving a streamlined workflow through customization.

"Customization will help tailor ZOHO Books to suit our invoicing and expense tracking requirements."

"I'm concerned about data security and privacy with ZOHO Books."

Nervous about potential data breaches but reassured with robust security measures.

"I need assurance that our financial data is protected and compliant with regulations."



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?