



**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?

Need to generate Donation Invoices.

Wish to make Income Statement.

Want to track expenses linked to Academic Program.

Does Zohabooks conduct our Learning center's Donations?

How does this correlate to similar products I've used?

Is this truly worth it?



Contrast With other Products.

Saves work and time.

Keep Financial Clearness.

Worth while.

User Friendly.

Over-whelming.



**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?