



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?

Transparent financial reporting contributes to our reputation as a reliable lifestyle products retailer.

Our Gross Profit margin of 50% is a key metric for our financial success.

We value software that can adapt to the unique needs of our retail business.

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

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

How can we maintain efficient procurement processes with multiple suppliers?

Fashion Haven

Actively seeks insights from Zoho Books to enhance financial efficiency.

Focuses on maintaining a Gross Profit margin of 50% to drive financial success.

Implements financial practices to ensure compliance with regulations.

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 online retail 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?