



Says

What have we heard them say?
What can we imagine them saying?

financial
managemen
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client
invoices

zoho books



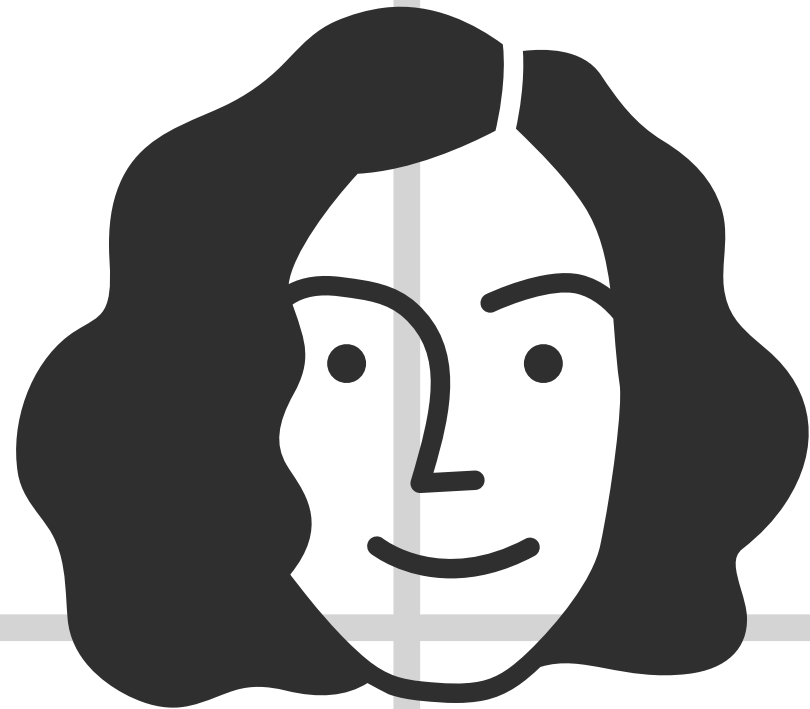
Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

consulting
firm relies
on zoho
books

expenses
and client
invioeces

the
software
helps them
accurately



Books for bright
feature

bright ideas
consulting firm
relies on zoho
books to track
their billable
hours

the software helps
them accurately
calculate project
cost monitor
profitability and
generate reports

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bright ideas
consulting is a
private limited
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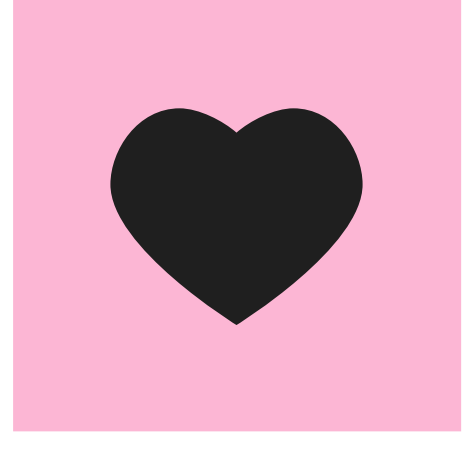
bright ideas
consulting offers
various expect
consulting
services in india
and outside india

the software helps
them accurately
calculate project cost
monitor profitability
and generate report
for better financial
management



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?

 See an example