



**Says**

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

URBAN  
AURA IN  
INTERIORS

**Thinks**

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



Create retail  
invoices in  
seconds

Chase  
payments  
easily with  
payment  
reminders

Maximum of  
10 users

Must invest in  
higher-level  
plans for  
advanced  
features

Give your  
customers  
online payment  
options and get  
paid faster

Handle  
returns and  
refunds

Limited  
integration

Multiple  
expenses/  
sales form  
types

ANGALAESWARI.I  
ANJUGAM.M  
BHARATHI.P  
BHUVANASRI.S

Verify  
transactions  
before you  
send them

Set invoices  
on a loop

Multiple  
users in paid  
plans

Feature-rich  
accounting  
software

Get paid  
faster

Stay local —  
sell global

Invoice  
customization

Impressive  
support  
options

**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?

