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



In 2009, the company

was renamed Zoho

Corporation after its

online office suite.[10]

The company remains

privately owned.[11]

Zoho Corporation, is an Indian multinational technology company that makes computer software and webbased business tools

Zoho CRM was released in 2005, along with Zoho Writer, the company's first Office suite product.[8] Zoho Projects, Creator, Sheet, and Show were released in 2006

Does

What behavior have we observed? What can we imagine them doing?

.[2] It is best known for the online office suite offering Zoho Office Suite. The company was founded in 1996

[3] by Sridhar Vembu and Tony Thomas and has a presence in seven locations with global headquarters in Chennai, Tamil Nadu, India, and corporate headquarters outside of Austin in Del Valle, Texas.

.[8] Zoho expanded into the collaboration space with the release of Zoho Docs and Zoho Meeting in 2007. In 2008, the company added invoicing and mail applications, reaching one million users by August of that year

Thinks



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

> .[4][5] Radha Vembu, Sridhar Vembu's sister, owns a majority stake in the company.[6]

From 1996 to 2009, the company was known as AdventNet, Inc. and initially provided network management software.[7]

AdventNet expanded operations into Japan in 2001 and shifted focus to small and medium businesses (SMBs).[8]



Persona's name Short summary of the persona

See an example

In 2017, Zoho launched Zoho One, a comprehensive suite of over forty applications.

As of October 2021, Zoho One has been expanded to 50 applications.

in November 2022, Zoho worked with more than 50,000 organizations in more than 160

countries.

The following year,

Feels

What are their fears, frustrations, and anxieties?



What other feelings might influence their behavior?