



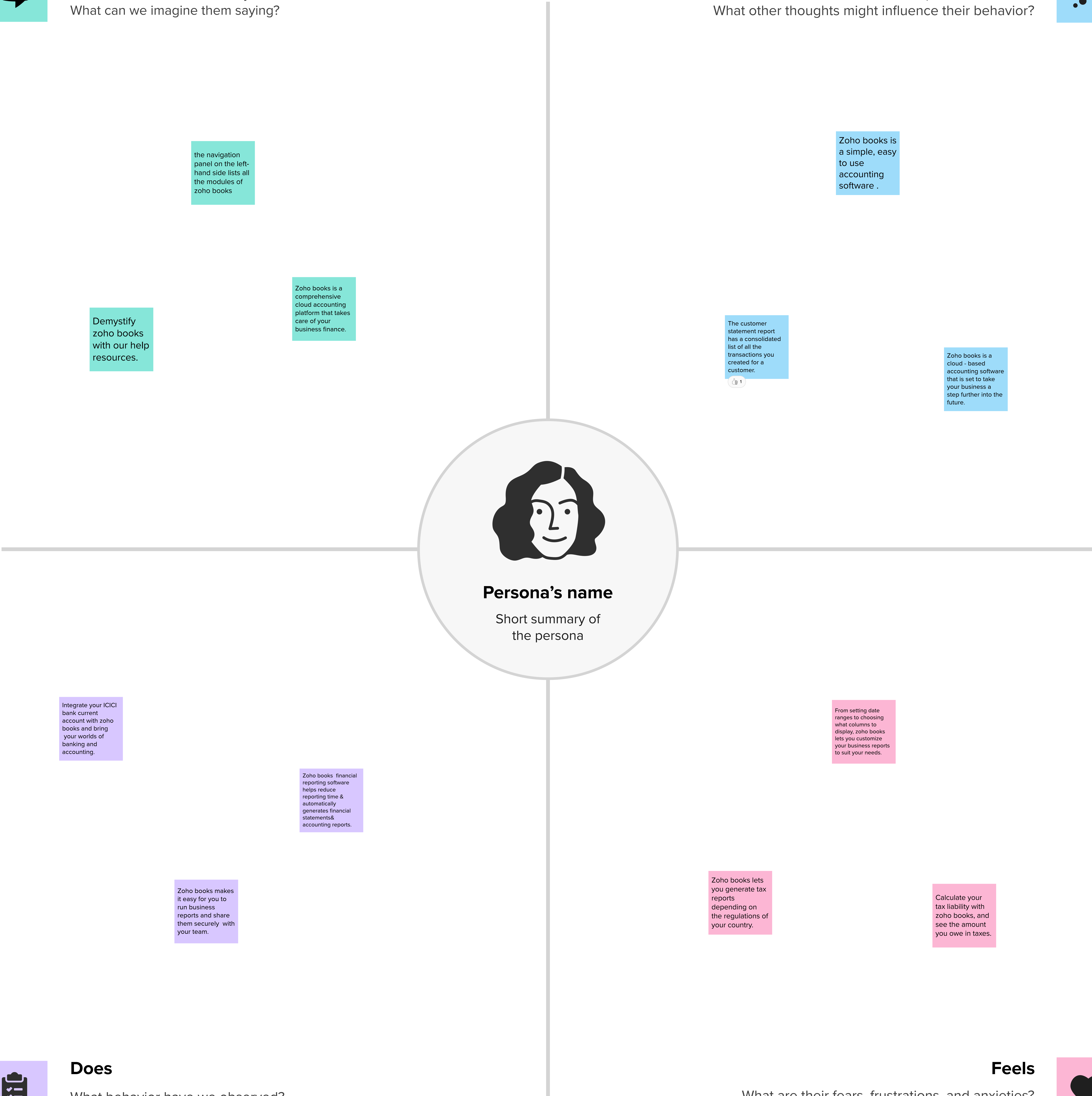
Says

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?



the navigation panel on the left-hand side lists all the modules of zoho books

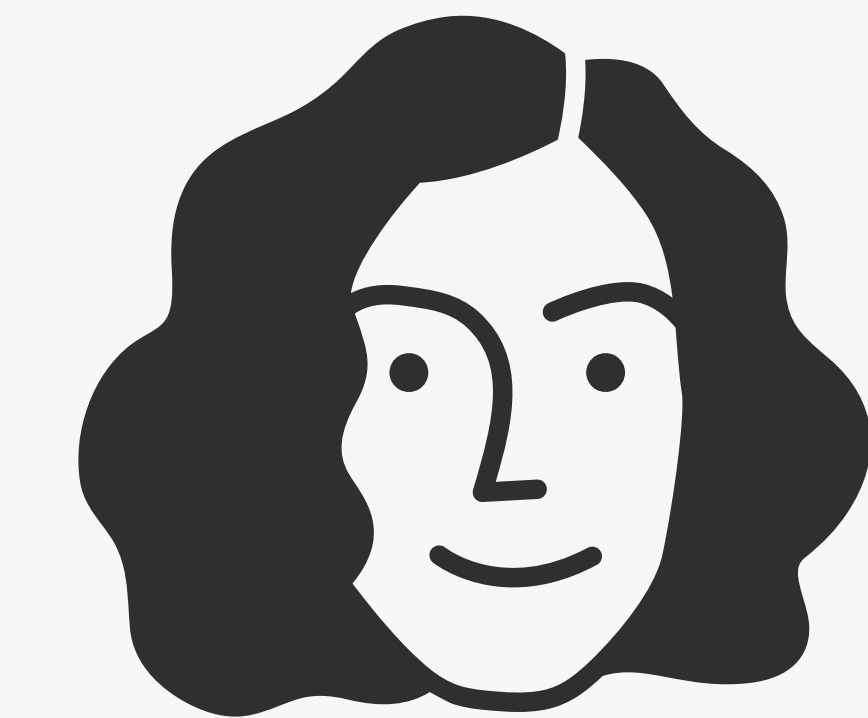
Zoho books is a simple, easy to use accounting software .

Demystify zoho books with our help resources.

Zoho books is a comprehensive cloud accounting platform that takes care of your business finance.

The customer statement report has a consolidated list of all the transactions you created for a customer.

Zoho books is a cloud - based accounting software that is set to take your business a step further into the future.



Persona's name
Short summary of the persona

Integrate your ICICI bank current account with zoho books and bring your worlds of banking and accounting.

Zoho books financial reporting software helps reduce reporting time & automatically generates financial statements& accounting reports.

Zoho books makes it easy for you to run business reports and share them securely with your team.

From setting date ranges to choosing what columns to display, zoho books lets you customize your business reports to suit your needs.

Zoho books lets you generate tax reports depending on the regulations of your country.

Calculate your tax liability with zoho books, and see the amount you owe in taxes.



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?