



Says

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

Managing invoices and expenses is overwhelming

I need a tool that simplifies my financial task

I wish there were more features for expense tracking

I want to make tax season less stressful



Thinks

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

Regular updates and improvement to the software

Using Zoho books help me to make better financial decision

Very useful to manage business accounts

Positive reviews and recommendation from other user



Short summary of the persona

Persona's name

Use Zoho books to manage invoices, expenses and financial records

Enters the financial data regularly to keep records upto date

Generating financial report for tax purposes

Satisfaction when financial task are completed efficiently

Confidence in their business financial health

Trust and peace of mind when they feel their financial data is secure

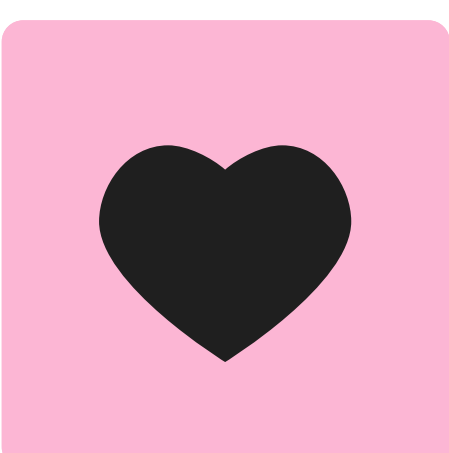


Does

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



 [See an example](#)



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

