



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?

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

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

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

AdventNet expanded operations into Japan in 2001 and shifted focus to small and medium businesses

Zoho CRM was released in 2005, along with Zoho Writer, the company's first Office suite product



Persona's name
Short summary of the persona

Zoho Projects, Creator, Sheet, and Show were released in 2006.[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.

In 2009, the company was renamed Zoho Corporation after its online office suite.[10] The company remains privately owned.



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

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



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?