



Says

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

"We offer a wide range of consulting services in India and abroad."

"We use Zoho Books to track our financial data."

"We're a Private Limited company registered under GST in Tamil Nadu."



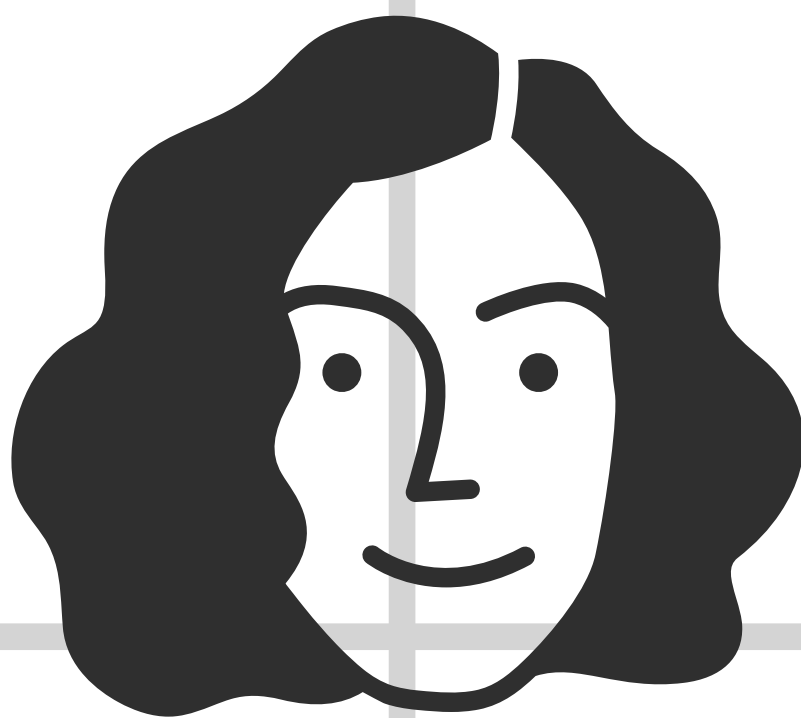
Thinks

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

"How can we improve our financial management and profitability?"

"Are our consulting services meeting clients' needs?"

"Are we efficiently tracking project costs and expenses?"



HARIHARAN

Short summary of the persona

Manages various consulting projects for clients

Regularly updates and maintains GST registration

Utilizes Zoho Books for financial data tracking and reporting.

Focused on delivering high-quality consulting services to clients.

Committed to complying with legal and tax regulations.

Concerned about accurately tracking expenses and billable hours



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?