



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?



Persona's name
Short summary of the persona

This integration enhances their overall business efficiency and contributes to their success in the interior design industry.

Urban aura interiors, a interior designing company uses zoho books to effectively manage their financial processes.

Urban aura interiors,a interior designing company uses zoho books to effectively manage their financial processes, maintain accurate records,and make informed financial decisions.

Zoho books is helpful for the calculation and. Use for Zoho Books to calculate and track taxes, including sales tax or VAT.

It is useful to Upload and store important financial documents like receipts and contracts within Zoho Books.

It is used to Create a budget and use Zoho Books to compare actual financial performance against your projections.

Generate financial reports, such as profit and loss statements, balance sheets, and cash flow statements. Review these reports to monitor the financial health of your business.

It can Create and send professional invoices to clients for your interior design services. Record payments received from clients.

It can Record all business expenses, including purchases of materials, furniture, and office supplies. Categorize expenses for easy tracking and reporting.

Stay informed about Zoho Books updates and features that may benefit your business.

If you have employees, use Zoho Books to process payroll and manage employee payments and taxes

Maintain an inventory of materials and products used in your projects. Track stock levels and costs.



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?