



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?



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Short summary of
the persona

zoho books is an
feedback option
for your
company's
bookkeeping and
accounting.

Zoho books is
accountant's
cloud accounting
platform that take
care of your
business finance.

Zoho books
minimizes the
need to enter data
manually from by
including the
probability of error.

Zoho expenses
is true user
friendly and
management
friendly.

Right from registering
clients to issuing bills
after issuing Zoho
books handles
no other accounting
tasks so you can focus
on your businesses.

Create GST invoices,
issue bills for
returns and the year
to return directly.
Zoho books keeps
your business GST
compliance.

Zoho books are you
accountant's best friend
with your quick and easy
and responsive ability to
provide a complete and
accurate view of your
business. You can now
generate a complete and
comprehensive information in
your organization.

With a global view of your
business, Zoho books from
cloud of clouds to GST
books management and
analysis, making all
relevant results in your
hand to meet the
government standards.

Zoho books is a free
online accounting
software - online books
management system
that allows you to manage
your business and
generate a complete and
comprehensive information in
your organization.

User friendly
UI makes
zoho books
easy to
navigate.

Highly flexible
to meet all
company needs
easy to use.

Lack features for
calculating any
type of tax other
than sales tax.



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?

[See an example](#)