



Says

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

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

zoho books
enables the
need to enter data
manually from by
including the
probability of error.

Zoho expenses
is true user
friendly and
management
friendly.



karthikeyan.s

Short summary of
the persona

Thinks

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



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

Right from registering
books to entering sales
order creating Zoho
books handles
no other accounting
tasks so you can focus
on your businesses.

Create GST invoices,
issue bills for
customers and the user
can return directly.
Zoho books keeps
your business GST
compliance.

User friendly
UI makes
zoho books
easy to
navigate.

Highly flexible
to meet user
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?

Zoho books are you
imagine Zoho books
with your goods and services
and respective ability to
generate a report and
analysis. You can also
generate a financials like
income statement and
balance sheet.

With a global user base
Zoho books have
users of multiple GST
system in multiple
countries, making all
relevant details to meet
the needs of user and
government authorities.

Zoho books is a cloud
based accounting
software. It handles
accounting entries
and allows the user to
view the balance sheet
and profit and loss
statement and other
financial reports.

Feels

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



[See an example](#)