

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

zoho books used to makes finacial analization

zoho books

makes our

finacial tasks

zoho books helps to reservation.

zoho books handles the financial side

we think that zoho books save a lot of time by automating invoicing and payment

we see zoho books as a cost effecive sollution for managing their finances.

travel team can find all the required itinerary information to make arrangements from a single place.

zoho books helps you optimise and automate business financial process

so much efficiently. easier

Persona's name Short summary of

the persona

el saisfied a relieved that we have a tool like zoho books to stream line our financial operaion.

reconciliation.

it managing a trip or on a trip youself,send invoices instantly, no matter where you are.

zoho books regeularly to manage bookings, expenses and invoices

zoho expenses

tracking without

data accuracy or

security.

compromising on

automates mileage

It's a single secure location to keep up with your company's bills and invoices

it creaing an invoice just takes a few clicks.

professional maintenance To zoho book.

employees can

travel preferences

settings section in

manage their

from the my

zoho expense.

What behavior have we observed? What can we imagine them doing?

Does

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



