



**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?

"I Need an efficient way to manage our financial data."

"its important that our financial records are accurate and up-to-date."

"I hope zoho books can make our financial management easier."

"I want to focus more on our core business activities rather than accounting."

" I want to save time and reduce errors in bookkeeping."

" I Struggle with the complexity of zoho books sometimes."

"I wonder if there are any new features or updates in zoho books that could benefit us."

"using ZOHO Books should streamline our financial processes."



Persona's name

R.Pandigowsalya  
S.Suruthi  
G.Rajashree  
Priya MS

Sets up ZOHO Books accounts for the business.

Enters financial data regularly.

Anxious about making accounting errors.

Frustration when ZOMO Books doesn't work smoothly.

Reconciles accounts and generates financials reports.

Seeks help from support or tutorials when facing issues.

Relieved when financial records are accurate.

Hopeful for a simpler way to manage finances.



**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?