

Says

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

Zoho Books free plan offers the necessary features that a startup requires to streamline their business accounting

Within a few seconds of ordering, you will be redirected to the Zoho Books signup page from where you can start accessing their free plan to streamline your business finance

Within 2 hours of ordering, registration instructions will be sent via email and also available in 'Buyer/Seller messages' under Message Center at "amazon.in/msg"



Thinks

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

Zoho Corporation, is an Indian multinational technology company that makes computer software and web-based business tools.[]

It is best known for the online office suite offering Zoho Office Suite.

From 1996 to 2009, the company was known as AdventNet, Inc. and initially provided network management software.



Persona's name
Short summary of the persona

AdventNet expanded operations into Japan in 2001 and shifted focus to small and medium businesses (SMBs)

Zoho CRM was released in 2005, along with Zoho Writer, the company's first Office suite product.[]

Zoho Projects, Creator, Sheet, and Show were released in 2006

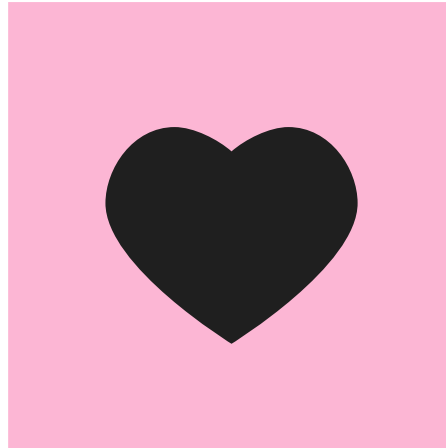
Zoho expanded into the collaboration space with the release of Zoho Docs and Zoho Meeting in 2007.

In 2008, the company added invoicing and mail applications, reaching one million users by August of that year.



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

In 2008, the company added invoicing and mail applications, reaching one million users by August of that year.