

Says

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

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



Thinks

We love how easy Zoho Books is to use. Even our nonaccountant staff can quickly learn how to use it."

Zoho Books is a great value for the money. It's packed with features that we would have to pay extra for with other accounting software. Zoho Books' customer support is excellent. They're always quick to respond to our questions and help us solve any problems we encounter."

accounting solution that can meet the needs of a growing business

A comprehensive

A user-friendly interface that is easy to learn and use

 A costeffective solution that provides good value for the money



Preparation and Maintenance of ZOHO Books for techpro solutions

> Short summary of the persona

Zoho Books to track their income and expenses. They use the software to create invoices, track payments, and generate reports on their financial performance

Techpro Solutions uses

Techpro Solutions uses Zoho Books to manage their inventory. They use the software to track the quantity and value of their inventory items.

Techpro Solutions may be hesitant to switch from their current accounting software to a new system. They may be concerned about the disruption that this could cause to their business.

Techpro Solutions may need to build trust with Zoho before they are comfortable using their software. They may want to see evidence that Zoho is a reliable and trustworthy company.

Techpro Solutions may be excited about the potential benefits of using Zoho Books. They may be looking forward to the improvements that this software could make to their accounting processes.



Does

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

Techpro Solutions uses

Zoho Books to manage

relationships. They use

information, sales history,

the software to track

and support tickets.

customer contact

their customer



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

