



Says

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

"ZOHO Books has been a game-changer for our business. It's helped us streamline our accounting processes, improve our financial visibility, and make better informed decisions."

"We've been able to save a significant amount of time and money since switching to ZOHO Books. The software is easy to use and has all the features we need to manage our finances."

"We've been able to save a significant amount of time and money since switching to ZOHO Books. The software is easy to use and has all the features we need to manage our finances."



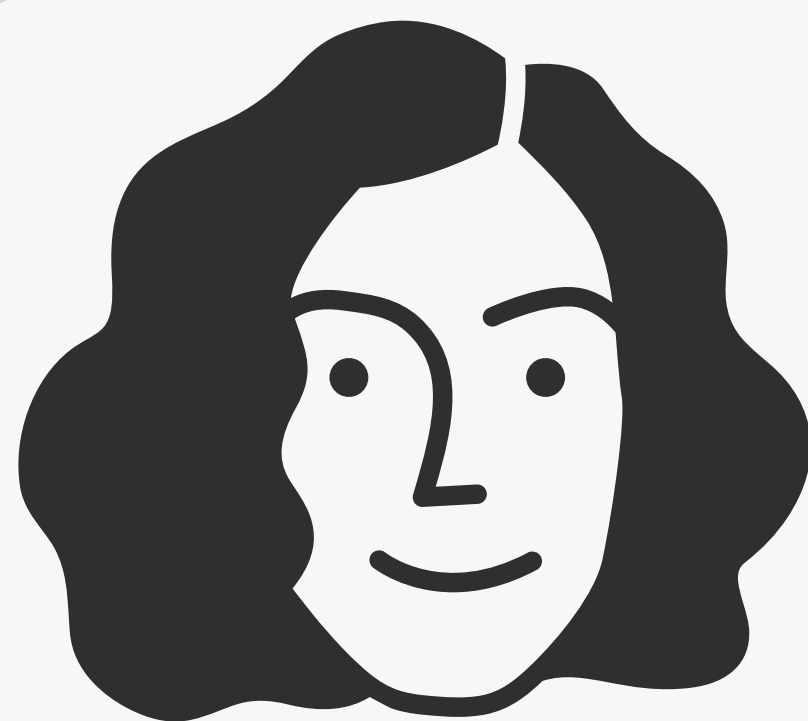
Thinks

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

A software that can automate their accounting tasks, such as invoicing, payments, and bank reconciliation

A software that can provide them with real-time insights into their financial performance.

A software that can help them comply with all applicable tax and accounting regulations.



prepaation and Maintenance  
of  
ZOHO Books for UrbanAura Interiors

Fear of making a mistake:

UrbanAura Interiors may be concerned about making a mistake when choosing accounting software. They may worry about choosing a software that is not a good fit for their needs, or that is too difficult to use.

Uncertainty about the future:

UrbanAura Interiors may be unsure about the future of their business. They may be concerned about whether they will be able to afford the software in the long term, or whether the software will be able to meet their needs as their business grows.

Trust in ZOHO:

UrbanAura Interiors may need to build trust in ZOHO before they are willing to commit to using their software. They may want to read reviews from other businesses, or talk to ZOHO representatives to learn more about the company.

Fear of making the wrong choice:

UrbanAura Interiors may be afraid of choosing an accounting software that is not a good fit for their needs, or that is too difficult to use. They may worry about the time and money it will take to switch to a new software, and the disruption it will cause to their business.

Frustration with their current accounting system:

UrbanAura Interiors may be frustrated with their current accounting system if it is time-consuming, difficult to use, or does not meet their needs. They may be tired of dealing with manual data entry, errors, and lost or misplaced paperwork.

Frustration with their current accounting system:

UrbanAura Interiors may be frustrated with their current accounting system if it is time-consuming, difficult to use, or does not meet their needs. They may be tired of dealing with manual data entry, errors, and lost or misplaced paperwork.



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?