



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?

How do the
process
gets
succeed

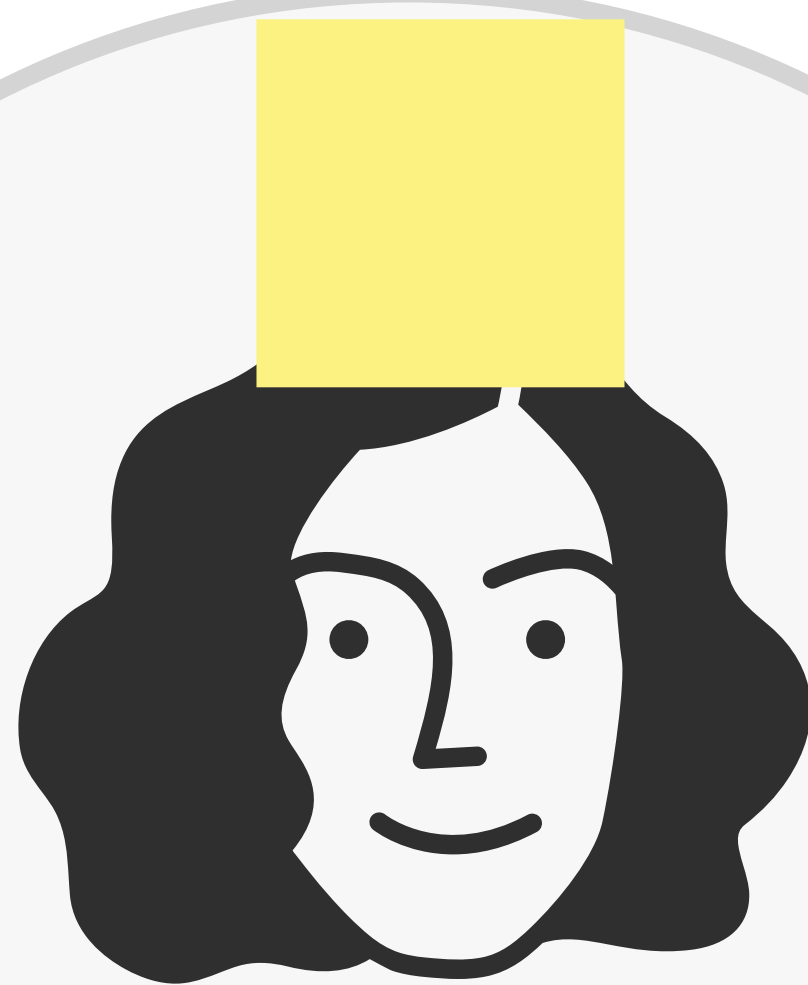
Zoho books
are more
conveniencing.

How I can
reduce the
tax bruden

I need to
make the
work easier

Zoho books are
so applicable to
maintain the
books of
accounts

Provides a
complete
records



Persona’s name

Short summary of
the persona

Helps to
manage the
income and
exprediture
values
reasonably

No approximate
data valuation,
all the data are
accurate with
records

Checks financial
reports and
dashboards for
insights into their
business's
financial health.

Updating the
daily records
and helps to
refer at quick
moments.

Data and
records are
secured
properly which
brings hope

Satisfactory
and hope at
the
balances



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?