



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?



Persona’s name

Short summary of the persona

Keerthi Sweets a Manufacturer and Trader of Sweets, relies on Zoho Books to manage their inventory, handle purchase orders, and generate invoices for their customers

Keerthi Sweets is a Private Limited company also registered under GST in Tamil Nadu

Keerthi Sweets is a renowned manufacturer and trader of delectable sweets, catering to both wholesale and retail customers

Use the customer and vendor records to maintain good relationships and ensure smooth transactions

Use the financial data to plan for the future, set budgets, and make informed strategic decisions

Maintain clear documentation of all financial transactions, invoices, and receipts for reference and audits

It saves time that would otherwise be spent on manual bookkeeping, allowing you to focus on growing Keerthi Sweets

The software provides data security, protecting sensitive financial information

Proper maintenance simplifies the audit process, should it ever be necessary

Knowing that your financial data is well-protected within the software should provide a sense of security and peace of mind

Analyzing financial reports can feel strategic, helping you make data-driven decisions to grow and improve Keerthi Sweets

Maintenance tasks may feel proactive, as you stay ahead of tax obligations, financial reporting, and potential issues



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?