



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?



**HARIHARAN**  
Short summary of the persona

Do they want to streamline their billing and invoicing processes?

Are they thinking about ways to further optimize their use of Zoho Books?

Do they need assistance with GST compliance and tax reporting?

Are they looking to gain better insights into their financial health and profitability?

Are they concerned about staying up-to-date with changing GST regulations?

Do they contemplate potential improvements in their financial management processes?

Do they regularly update and maintain their Zoho Books account?

Do they input project expenses and billable hours consistently?

Are they utilizing the reporting and analytics features to make informed financial decisions?

Are they frustrated by any aspects of Zoho Books or financial management in general?

Are they satisfied with the efficiency Zoho Books brings to their financial processes?

Do they feel confident in the accuracy of their financial records with Zoho Books?



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?