



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?

Bright ideas
consulting in zoho
books

The zoho books
to track their
billable housr,
expanses.

Generate report for
better financial
management.

monitor
profitability

The software helps
them accurately
project costs.

The expert
consulting service
in india.



VINOTH PANDI A

Short summary of
the persona

The consulting
firm,relies on zoho
books.

Private limited
company registered
in tamil nadu

billable hours
expanses and client
invoices

private limited
company also
registered under GST
in TN

The company
is financial
management

The bills calculate in
project costs, monitor
profitability



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?