



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?

**Enter transactions regularly:** It is important to enter your transactions regularly so that your Zoho Books account is up-to-date. This will help you to track your income and expenses accurately and make informed financial decisions.

**Set up recurring invoices for your ongoing clients.** This will save you time and effort, and it will also ensure that your clients are billed on time.

**Use the project management features in Zoho Books to track your interior design projects.** This will help you to stay on budget and on schedule.

**Take advantage of the integration between Zoho Books and other Zoho products, such as Zoho CRM and Zoho Inventory.** This can help you to streamline your business processes and improve efficiency.

Zoho Books offers a variety of reports that you can use to track your business performance. You should generate reports on a regular basis so that you can identify any areas where you can improve.

You should reconcile your bank accounts with your Zoho Books account on a regular basis. This will help to ensure that your records are accurate and that you are not missing any transactions.



**Preparation And Maintenance Of ZOHO Books For UrbanAura Interiors**  
Short summary of the persona

This will help you to track your income and expenses accurately and make informed financial decisions.

You should reconcile your bank accounts with your Zoho Books account on a regular basis.

This will help to ensure that your records are accurate and that you are not missing any transactions.

A chart of accounts is a list of all the accounts that you will use to track your income and expenses. Zoho Books provides a default chart of accounts, but you can customize it to fit your specific needs.

You can add your customers and vendors to Zoho Books manually or import them from a CSV file.

Once you have created an account, you will need to enter your business information, such as your name, address, and contact details.



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?