



Says

What have we heard them say?
What can we imagine them saying?

"Let's set up zoho books to manage our real estate finances more effectively ."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"I hope zoho books can handle our property transaction, commission, and rental income tracking."



Persona's name

Short summary of the persona

Begins by researching zoho books functionalities, entering property sale and rental data, cold figuring expenses categories, and linking Bank accounts.

Excited about the potential to streamline real estate Financial tasks, but may feel apprehensive about the seltwars complexity.



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?

