

## Says

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

UrbanAura Interiors, a Interior Designing company uses Zoho books to effectively manage their financial processes, maintain accurate records, and make informed financial decisions. This integration enhances their overall business efficiency and contributes to their success in the interior design industry.

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Persona's name  
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## Does

What have we heard we do?  
What can we imagine them doing?

## Feels

What are their fears, frustrations, and desires?  
What other thoughts might influence their behavior?