



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?

Dream Homes Realty, a construction company, uses Zoho Books to track project expenses, manage subcontractor payments, and handle invoicing. They can generate estimates and invoices for clients, track job costing, and monitor the profitability of each project. Zoho Books provides them with financial insights to make informed decisions.

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Short summary of the persona

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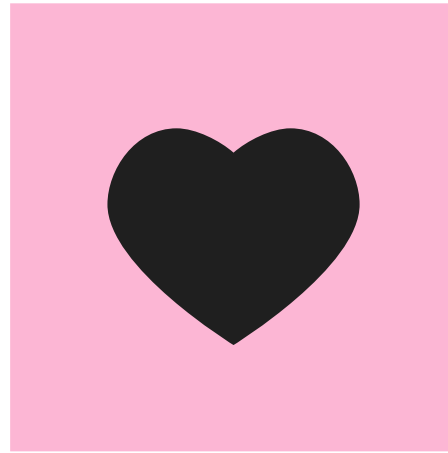
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Does

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?