



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?



aluu050521151072  
Short summary of the persona

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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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?