



Says

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

"As an urban area interiors business owner, i want a simple and effective accounting solution to manage my finances effortlessly and accurately".



Thinks

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

"I need a software that can handle invoicing,expenses, and inventory management seamlessly, allowing me to focus more on creative designs and client projects".



LATHIKA & TEAM

preparation and
maintance of zoho
books for urban
area

"I actively search for user-friendly accounting solutions that integrate well with other software and streamline the financial processes of my business".

"I feel relieved and empowered when I can easily generate financial reports and tract the business's performance, enabling me to make informed decisions and plan for growth".



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?