



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?

It helps
companies in
saving money
by reducing
cost

Its the best to
update our
technology from
desktop based
accounting to cloud
beset accounting

Cloud accounting
solution also allow
employees other
departments remote
branch offices access
the same vewsion the
software

Denotes
required
field

Cloud technology
allow business
processes
streamlined and
tailored to
company growth

Business
continuty



Edu Connect Learning

Short summary of
the persona

There are
more than 12
applications
in cloud
accounting

Oracle
,microsoft
,azure
,salesforce
etc...

control the
type of
resource that
the application
can access

It is similar to
traditional on-
premises or self
installing
accounting softw

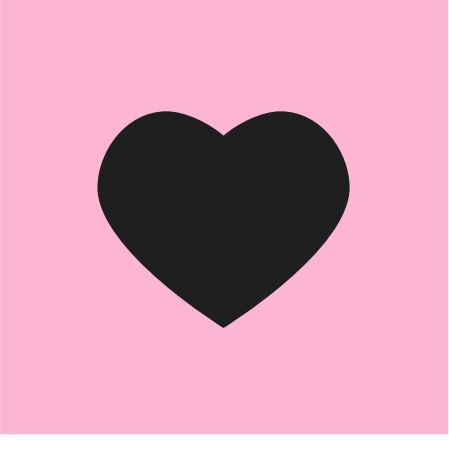
ZOHO books is
our- step platform
for managing our
accunting tasks
and organizing
your transactions

ZOHO books is
accessable from
any location with
an internet
connection



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?