



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

It is better to
Update from
Desktop based
Accounting to
Cloud based
Accounting

It is an ever
Increasing
Demand for
Cloud Computing
Applications

Cloud
computing in
India is
Preticted to
have an 24.1%

Cloud based
Applications are
Access
Anywhere using
Net Connectivity

Higher
performance
and
Availability



URBAN AURA
INTERIOR

Short summary of
the persona

More than 12
Applications
in Cloud
Accounting

ZOHO
Books, IBM
Cloud ,
AWS, etc...

It is a One Step
Platform for
Managing
Accounting Tasks
and Financial
Transactions

It is Real
Time Data
Processing
and Analysis

ZOHO Books is a
Cloud
Accounting
Platform Which
Takecare of Our
Business Finance

It Minimize the
Need to Enter
Data Manually
and Reduces
Errors



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?