

Says

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

Thinks
What are their wants, needs, hopes, and dreams?



From which sub contractors we purchased the house.

How we create sub contractors details and maintaining project expenses.

How will be prepare sales invoice for client.

Purchased new construction house from sub contractors.

What other thoughts might influence their behavior?

Preparation of estimation for client and to sell the new construction house.

Analysis of job costing for a particular project



Persona's name

Dream Homes Reality

Entry of purchase invoice for each house purchased and make payment entry as per the credit term or carrie basis.

Entry of registration and legal formalities expenses.

Entry of sale invoice and receive payment as per the term.

Preparation of purchase invoice is very reliable.

Entry of expenses and maintaining the records is very useful in Zoho books.

Generation of estimation, sale invoice is very easy rather than other software.



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?

