



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 an ever Increasing demand for cloud computing Applications

Cloud computing in India Is preticted to have an 24.1%

It is better to update from Desktop based Accounting to cloud based Accounting.

Cloud based Applications are Access Anywhere using Net Connectivity

Higher performance and Availability



Health Hub Medical Clinic

Short summary of the persona

More than 12 Applications in Cloud Accounting

ZOHO Books,IBM cloud,AWS,etc..

It is Real Time Data processing and Analysis

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

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?