



Says

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

Zoho Books allows Dream Homes Realty to record and track project expenses accurately.

Dream Homes Realty can create and send customized invoices to clients for completed work and services.

The software enables them to manage payments to subcontractors efficiently.



Thinks

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

Dream Homes Realty expects to make informed decisions based on the financial insights provided by Zoho Books.

They aim to use the software to identify opportunities for improving project profitability.

They believe that accurate invoicing and estimates will lead to higher client satisfaction.



Persona's name

Short summary of the persona

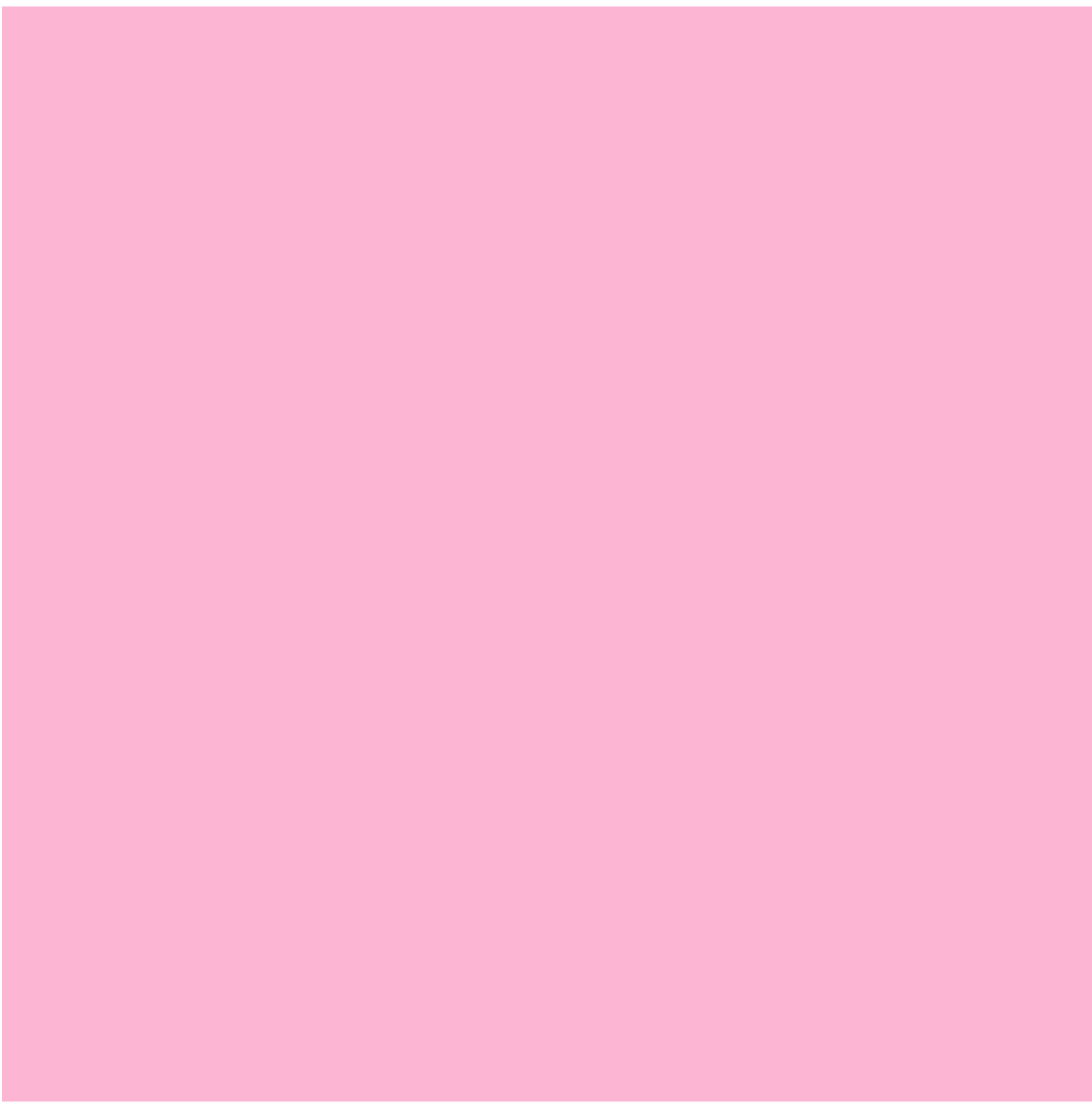
Dream Homes Realty uses Zoho Books to record and monitor project expenses, ensuring that they stay within budget.

They use the software to manage subcontractor payments, ensuring that subcontractors are paid promptly and correctly.

Zoho Books helps them create professional invoices and estimates for clients.

Dream Homes Realty feels that using Zoho Books streamlines their financial and project management processes.

They perceive that the software ensures accurate tracking of expenses and payments.



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?