



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?



Travel Trax Tours

Short summary of the persona

It helps companies in saving money by reducing cost

It is an ever increasing demand for cloud computing applications

cloud computing in India is predicted 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

More than 12 application in cloud accounting

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

It is Real Time Data processing and Analysis

It is a One Stop platform for managing Accounting Tasks and Financial Transactions

ZOHO books is a cloud Accounting platform which Take care 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?