



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 is an ever increasing demand for cloud computing applications

Cloud computing in india is preticted to have an 24.1%

it helps companies in saving money by reducing cost

It is better to update from desctop based accounting to cloud based accounting

Cloud based applications are access anywhere using net connectivity

Higher performance and availability



Health Hub Medical Center

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 minimise the need to enter data manually and reducers 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?