



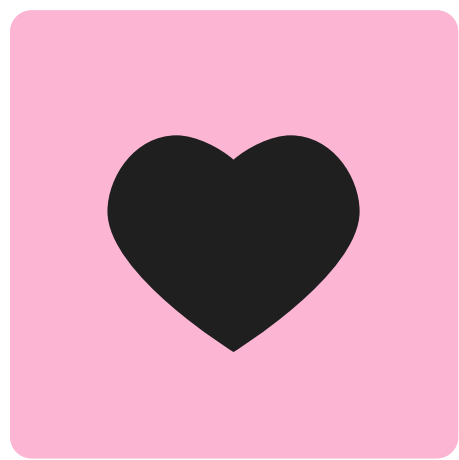
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Preparation and Maintenance of ZOHO Books for UrbanAura Interiors

Short summary of the persona

Go to the Zoho Books website and create an account for your business. You will need to provide some basic information about your company, such as your name, address, and contact information.

Zoho Books can automatically import your bank transactions, which will save you time and reduce errors.

Zoho Books can automatically calculate and record your sales tax and VAT.

. If you have been using another accounting system, you can import your historical data into Zoho Books.

You will need to add your customers and vendors to Zoho Books so that you can create invoices and bills.

The chart of accounts is a list of all the accounts that you will use to track your financial transactions. Zoho Books provides a default chart of accounts, but you can customize it to fit your specific needs.

Record your financial transactions. You will need to record all of your financial transactions in Zoho Books, such as sales, expenses, and payments.

Reconcile your bank accounts. Regularly reconcile your bank accounts to ensure that your records are accurate.

Create and send invoices. You can create and send invoices to your customers directly from Zoho Books.

Generate reports. Zoho Books offers a variety of reports that can help you track your financial performance and make informed business decisions.

Use Zoho Books to manage your inventory. If UrbanAura Interiors sells products, you can use Zoho Books to manage your inventory. Zoho Books will track your inventory levels and notify you when you need to reorder.

Use Zoho Books to track your project expenses. Zoho Books can help you track all of your project expenses, such as materials, labor, and subcontractors.