



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?

Zoho Books store all financial data in the cloud.

Zoho Books help the overall business efficiency and contribute to their success.

Zoho Books help the urbanaura through supporting agent and intranet.

Zoho Books using to effectively manage their financial process and maintain accurate records.

Reports maintained by zoho books make inform their financial decisionS.

zoho book help to repot to the top level management through internet accounting and inv oicing



Persona’s name  
Short summary of the persona

Zoho Books provides world-class services at a low price. We have seen a 30% increase in efficiency after moving to Zoho Books.

Zoho Books all our data is in one place, and finally feel much organized.

Zoho Books will be a suitable option. It is an intuitive, tax-compliant, feature packed solution that can seamlessly integrate with other Zoho books.

Invoicing was one part of the business I wasn't able to handle and Zoho Invoice does it beautifully for Urban Aura. It makes it all so simple.

Urbanaura have reorganized the top band and the side navigation bar with redesigned icons and tooltips to help you navigate Zoho Books effortlessly.

It's all organized and arranged neatly and can access it anytime want. feel safe that my data will not disappear. It's extremely helpful for Urbanaura.



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?