



Says

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

- ZOHO books is a comprehensive cloud accounting platform that takes case of your business finance

- from core accounting , stock tracking and bank reconciliation and managing projects to attomatic workflow

- it handles end to end accounting in an bussiness

- this integration enhances their overall business

Thinks

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

- it maintain accurate records and make informed financial decision

- that interior designing company use zoho books



Persona's name
Short summary of the persona

- zoho books is your one stop platform for managing your accounting

- keeping up with market means understanding ever changing business trends taxes

- its a single secured location to keep up with your companies with bills and invoices

- zoho books protects the privacy securities of the business and the users

- the reports are simple to run and can be shedule to generate automatically

- the small business owner i no longer worry about ageing receivables with automatic 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?

