



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?



DREAM HOUSE
Short summary of the persona

Managing property finances is a headache.

I need to keep track of rental income and expenses

Can we simplify property accounting?

Is Zoho Books a good fit for property management?

How can I streamline rent collection and expense tracking?

Will this software help me stay organized and compliant?

Researches Zoho Books and its suitability for property management

Seeks advice from fellow property managers or real estate professionals.

Seeks advice from fellow property managers or real estate professionals.

Overwhelmed by property financial tasks.

Worried about financial accuracy and compliance.

Hopeful for a solution to simplify property accounting.