

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?

"At Dream
Homes
Realty, I'm a
real estate
agent."

"I must effectively manage property sales, commissions, and expenses."

the cost of dream house is very low

"Accuracy is essential because any errors could cause financial problems."

"Zoho Books needs to make the financial part simpler so I can concentrate on my clients,"

if zoho books capale of managing intricate realestate transaction



Persona's name

Short summary of the persona

"I have to record property sales, track commissions, and deduct expenses."

"Generating detailed financial reports is a must for evaluating performance."

if zoho books is to complicated in might slow down my work

"I don't want errors affecting my commissions or client relationships."

"Zoho Books could save me time and make financial tracking easier."

what if i struggle to adopt to the software



Does

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



See an example

Feels



