Says: List down what the user persona says aloud or expresses regarding Zoho Books. These could be statements about tasks, challenges, goals, or

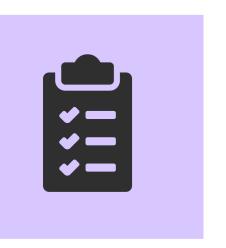
financial management.

expectations related to

Does: Describe the actions and tasks the user persona performs while using Zoho

Books. This could include entering expenses, generating financial reports, reconciling

accounts, etc.



Does

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



Persona's name

HealthHub Medical

Clinic

Thinks: Document the thoughts and considerations that might be going through the

user persona's mind when they think about using Zoho Books. These thoughts could

be related to financial accuracy, efficiency, reporting, etc.

Feels: Capture the emotional responses of the user persona. Are they satisfied, stressed, relieved, or concerned about using Zoho Books for financial management?



