



Says

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

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



Thinks

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

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.



Persona’s name
HealthHub Medical
Clinic

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?

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



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?