



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?

Both acquisition and profit managing is difficult

I want to save my daily accounting data

people can get tasty and delicious sweets

Using zoho books help me make a better financial decisionsfor my sweet shop

I want to my manage my business very easily

If zoho books help me to save my time

I,m completely feel about the accounting mistakes



Persona's name

Short summary of the persona

Order sweets delivery correctly on time

Sometimes cook sweets during the weekend

sweet choice based on the moment

Feels about the investment and financial support

Happy eating sweets with colleaques at work

Uncomfortable eating alone in fancy shop



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?

[See an example](#)