



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?



Persona's name
Short summary of the persona

With her expertise and passion for designing in urban settings, she brings warmth and creativity to every project she undertakes.

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With a deep understanding of urban living dynamics, she seamlessly combines functionality, comfort, and style, creating personalized havens that truly feel like home amidst city life.

Formed by a love of history, we live keeping as much of the bones of a structure as we can. Merging in your personality is what really brings a home together.

Communication is key. We're here for whatever you need. We'll help you satisfy your vision and keep in constant contact until your dream is realized.

Ask for feedback and identify areas that need improvement. Promote your business by sharing positive feedback on social media platforms.

Zoho Books is designed to help your business connect across multiple platforms. Extend your accounting with a library of more than 300 business apps via Zapier or take advantage of built-in connections with other apps in the Zoho suite.

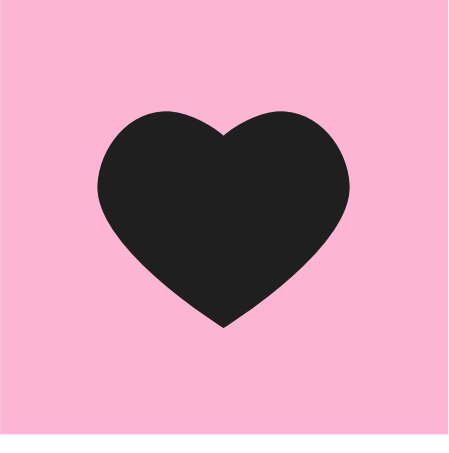
the use of accounting softwear use off company in a customer

A client profile can be constructed differently based upon the designer, but may incorporate each family member in a client's household and track what their average day is like. It helps to portray the living style of the family on a day-to-day basis.



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?