



Says

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

"We need a comprehensive solution to manage our diverse financial operation"  
"Handling finances for our tourist corporation has grown increasingly complex"



Thinks

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

"Managing revenue from various sources and tracking expenses is time-consuming". ZoHo Books can process accounts effectively.



Persona's name

Short summary of the persona

Collect and organize financial data from different revenue stream like ticket sales, accommodations, and tours.

Relief when financial tasks are efficiently completed and accurate



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?