

## Says

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

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



**Thinks** 

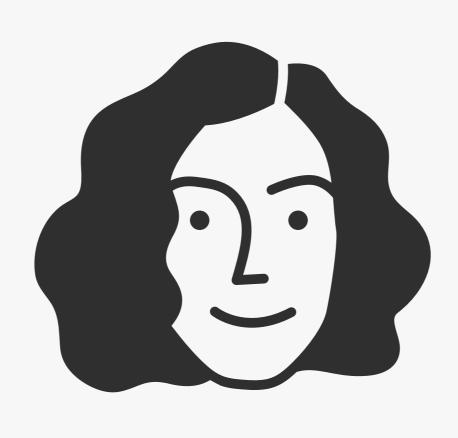
"I'm a student at the EduConnect Learning Center."

I want to concentrate on my education, thus handling money should be simple.

now a days people prefer online education "I need to manage my money and know the fundamentals of accounting."

Accounting may be complicated, so I'm hoping Zoho Books makes it easier.

Is zoho books
easy to use? i do
not want to invest
a lot of time in
learning it



## Persona's name

Short summary of the persona

i must enter my expenses and monitor my tution fees

"I want to be able to produce reports to see how my money is being spent."

If Zoho Books
proves to be too
challenging, I may
give up and switch
back to manual
procedures.

i dont want accounting to stress me out

i wonder if zoho books can make this process easier

if i can use zoho books effactively, i'll have more control over my finances



## 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?

