



Says

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

educonnect
learning is
very use to
students

all persons
is easy to
learn tha
educonnect

ZOHO books
are an
finance and
accounting



Thinks

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

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PLATFORM
TO MANAGE

extra
courses
will
provided

FINANCE
FOR
INDIVIDUAL
WITH ZERO



Persona's name
Short summary of
the persona

accounting
maintaining is
very common
for all
companies

all companies
use the tally
and future use
to zoho books

zoho
books is
trend of
this version

zoho books
maintain the
accounts of
company

year profit
and loss
find the
zoho books



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