



## 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?

**Says:**  
We need a  
streamline way to  
handle tuition  
fees and  
expenses

**Think:**  
a) "I hope ZOHO  
books can simplify our  
financial tasks  
b) "Tracking students  
payment and teacher  
salaries is taking up  
too much time



### Persona's name

Short summary of  
the persona

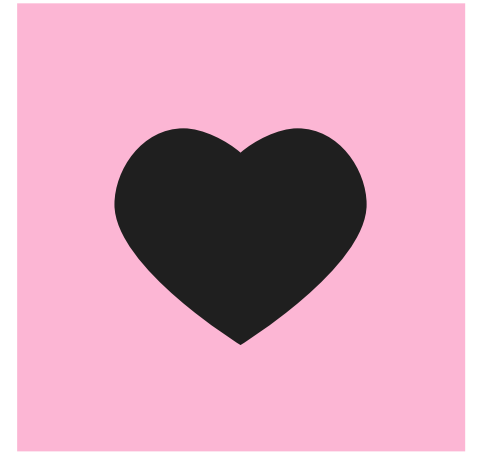
**Does:**  
1) Research online for  
accounting solutions  
suitable for education  
centres  
2) Collect record of  
students enrollment  
and tuition fees

**Field:**  
Anxiety about  
errors in financial  
records that could  
impact teacher  
salaries and  
student payments



## 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](#)