



Says

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

Zoho books
helps to
handle

They help them
to maintain
accurate
financial
records

Zoho books
can generate
professional
invoices



Thinks

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

Fresh bites
catering
utilizes
Zoho books

They track
expenses
related to
ingrodients
and supplies

They provide
financial
records and
streamline

Persona's name
Short summary of
the persona

It manages
a good
catering
service

It manages
track
inventory and
handle
invoicing

It utilizes
Zoho books
to manage
their sales

Overwhelmed
with
information

Excited to
learn about
this

Curious
about this
topic



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