



Says

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

we need a streamlined way to handle tuition fees and Expenses.



Thinks

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

"I hope zoho Books can simplify Our financial tasks".



Persona's name

Short summary of the persona

Collect records cenrollments. student and tuition fees.

Anxiety about errors in financial records that could import teacher Salarie 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?