



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?

It will safe
track billable
hours are
seamlessly?

It will safe
transaction
payments

It supports
multiple
currencies?

Can bank
account be
connected
easily?

This
website
updating or
not

It will safe
managing
uses
access



Preparation and maintenance
of zoho books
for fresh bites catering

Persona’s name

Short summary of
the persona

Updating
inventory,
invoice
details

Checking
for software
updates

It is useful
for startup
companies

Checking
invoices,
bills, etc.
Transaction

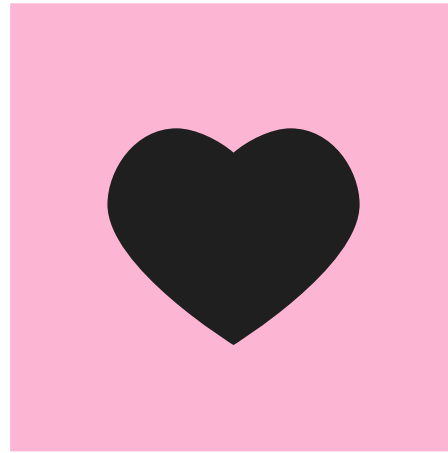
It is
satisfaction to
all customers
and suppliers

This
software is
very nice



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?