



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?



Persona's name

Short summary of the persona

"I'm a staff member at HealthHub Medical Clinic."

"I need to manage clinic finances accurately."

I think zoho books will helps to reduce the time

"Financial records must be error-free; patient trust is at stake."

zoho books should be user friendly to avoid distraction from patient care

"Can Zoho Books handle medical billing complexities?"

"Recording patient payments, tracking expenses, and managing bills."

generating financial summaries for the clinic's accounting needs

if zoho book is complicated it might disrupt patient workflows

"Mistakes could lead to financial loss and damage the clinic's reputation."

"Zoho Books could streamline financial tasks, giving more time for patients."

"What if learning the software takes too much time?"



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?