



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?

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

"I hope zoho Books can  
Simplify our financial  
tasks". b. " Tracking  
Student Payments and  
teacher Salaries is  
taking up too much  
time"



Persona’s name

Short summary of  
the persona

Solutions education  
Suitable for Centers

1. Research Online for  
accounting 2. Collect  
records of student  
cennem recorded of fees.

Anxiety about errors  
in financial records  
that could impart  
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?