



Says

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

Thinks



" We Need To  
Get Zoho Book's  
Up And  
Running To  
Manage Or  
Finance  
Efficiently " .

" I Wonder How  
Zoho Book's Can  
Help Use Track  
Expenses ,  
Invoices , And  
Financial Reports  
Better " .



Persona’s name

Short summary of  
the persona

Being By Researching  
Zoho Book's Features ,  
Gathering Financial  
Data, Inputting Client  
information , And  
Setting Up Payment  
Gateways .

Eager To  
Streamline  
Financial Tasks But  
Might Also Feel A  
Bit Uncertain  
About Adapting To  
A New Software



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?

