



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

Zoho Books Enables Them To Reconcile Bank Transactions

Fashion Haven Is a private limited company

Fashion Haven Is A Retailer Of Various Lifestyle.

Zoho Books Helps To Manage There Inventory.

They Can Generate Invoice.

Zoho Books Also Enables Them To Reconcile

Overwhelmed With Information.

We can Reconcile Bank Transactions.

They Generate Financial Reports.

It Helps us To Make Informed Decision.

Excited To Learn About this.

Curious About This Topic



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?