



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?

What are the
Explicit Thinks
The Users Syas
About usin zoho
Book's For
Maintenance

What might Be
Going On In Their
Mind Using The
Ssoftware For
Fasion Business
Tasks



Persona's name
Short summary of
the persona

What Action Or
Behaviour Can
you Observe
When They
Interact with
Zoho book's

What Emations
Might They
Experience
During These
Interactions.



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?