



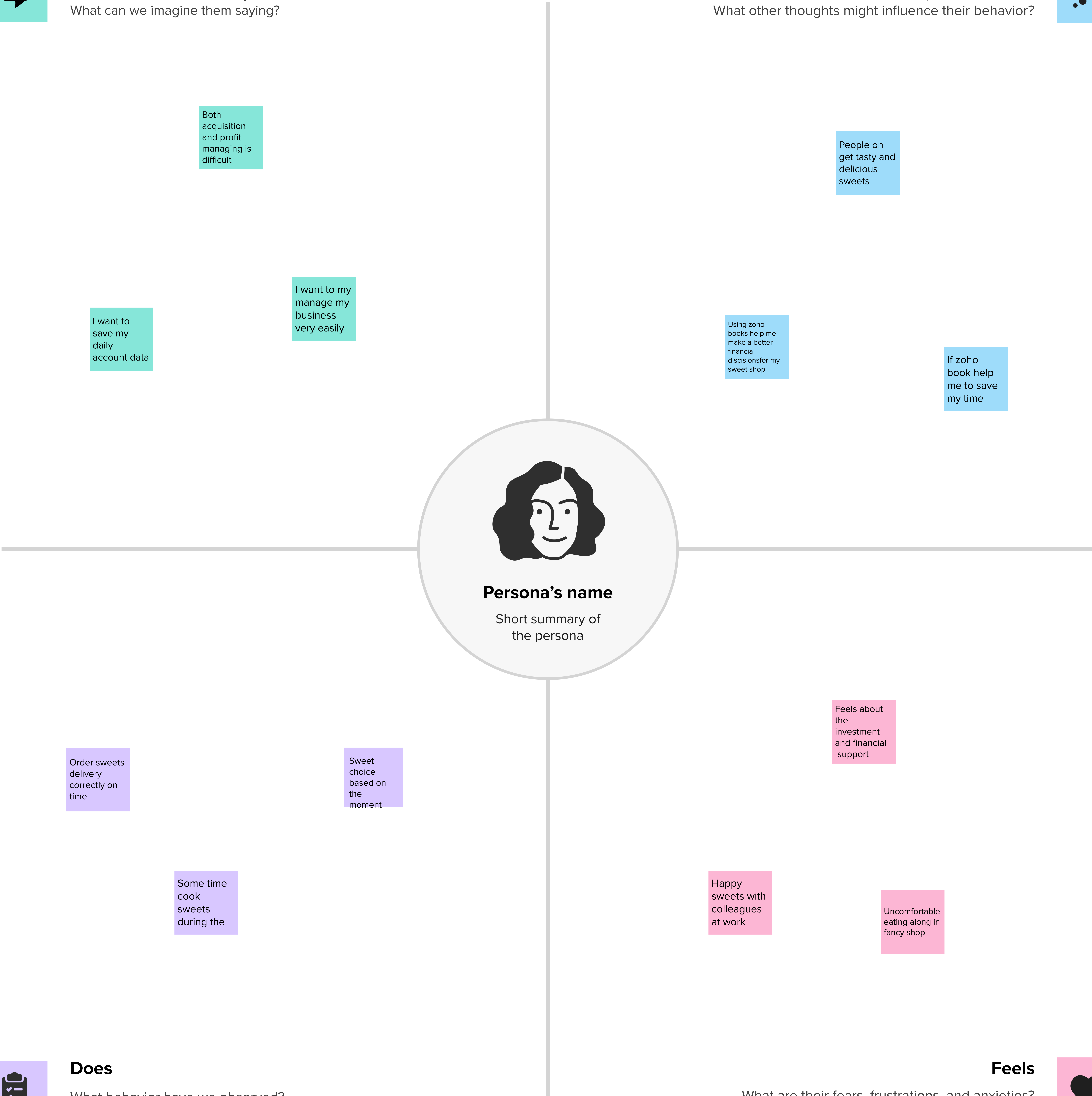
Says

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?



Both acquisition and profit managing is difficult

I want to save my daily account data

I want to my manage my business very easily

People on get tasty and delicious sweets

Using zoho books help me make a better financial discislonsfor my sweet shop

If zoho book help me to save my time



Persona's name  
Short summary of the persona

Order sweets delivery correctly on time

Sweet choice based on the moment

Some time cook sweets during the

Feels about the investment and financial support

Happy sweets with colleagues at work

Uncomfortable eating along in fancy shop



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?