



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?

i need to setup
ZOHO books
for our clinics
financial
records

i hope using
ZOHO books
will help as
better mange
our finances

how can i make
sure all the
financial data is
accurately
entered

Are there any
specify futures in
ZOHO books that
can streamline our
billing and
invoking.

iam
concerned
about data
securities and
privacy

It would great
to have reports
that show our
clinics financial
health.

Persona’s name

SANJAI KUMAR
G

researches
online for guides
or tutorials an
setting up ZOHO
book for a
medicial clinic.

begins
inputing
financial data
in to ZOHO
books

i fell a bit
overwhelmed
by the setup
process

regularly checks
and reconcilies
financial data to
ensure accuracy.

confidented
about the
potential benefits
of using ZOHO
books for our
clicinic.

worried about
making errors
that could
impact financial
accuracy.



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?