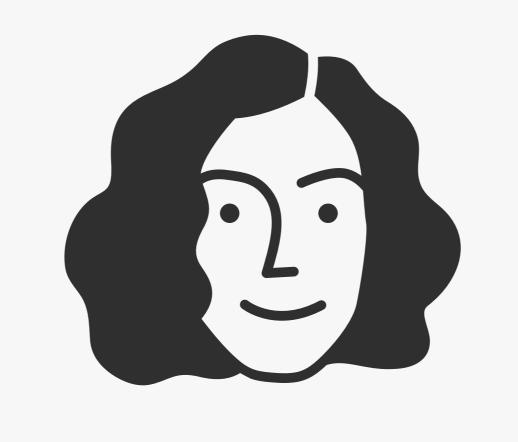
Says

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

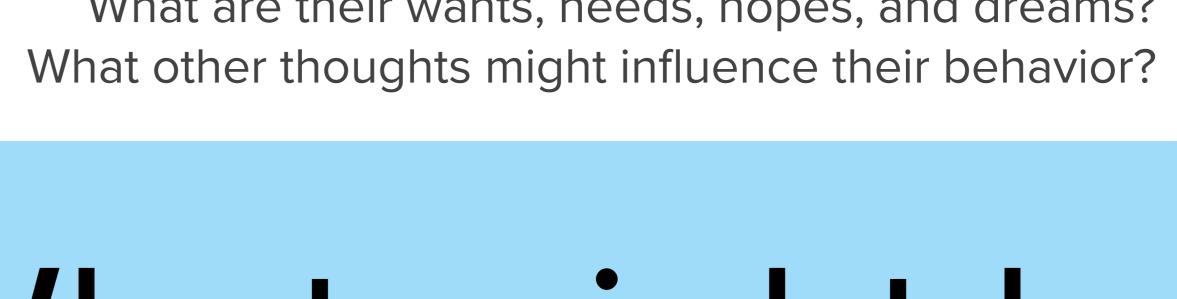
What are the explicit things the user says about using Zoho Books for maintenance?

What actions or behaviors can you observe when they interact with Zoho BOOKS?



Persona's name

Short summary of the persona



What might he going on in their mind using the software for fashion business tasks?

What emotions might they experience during these interactions.



Does

What behavior have we observed? What can we imagine them doing?





