What other thoughts might influence their behavior?



Customer Persona What They
Do

What They
Hear

What They
See

preparation & maintainance of ZOHO books form keerthi sweets

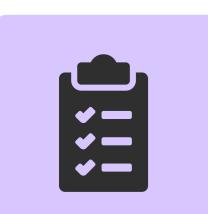
Vetri selvan anadh B diwakaran T.R Yuvaraj

What They
Hear

Pain
Points

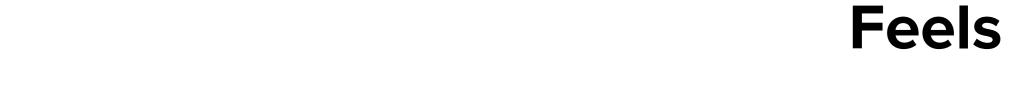
Gains

Feelings and Emotions



Does

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



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

