



Says

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

Note the actions and statements of each persona when interacting with Zoho Books. Are they requesting specific financial reports, seeking assistance, or providing input on system improvements?



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Does

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



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Describe the thoughts and emotions of each persona when using Zoho Books. Are they confident in the system, frustrated with certain tasks, or satisfied with the financial management?



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Feels

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



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centre