

Says

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

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



Thinks

To purchase required materials from suppliers

To maintain purchase/ sales invoice properly

To attract customers through interior designs

To grow customers through interior designs

To generate GST reports through Zoho books

To offer good services to the customers



Persona's name

Short summary of the persona

To records all the expenses/incomes through zoho books

To reconcile the bank statements in zoho books

To track all the bills receivables/ payables in zoho hooks

Zoho books easy to use and user friendly

All the financial statements easily retrieved in Zoho books within a minute

To traces net inflow/outflow of cash transactions



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?



Feels