



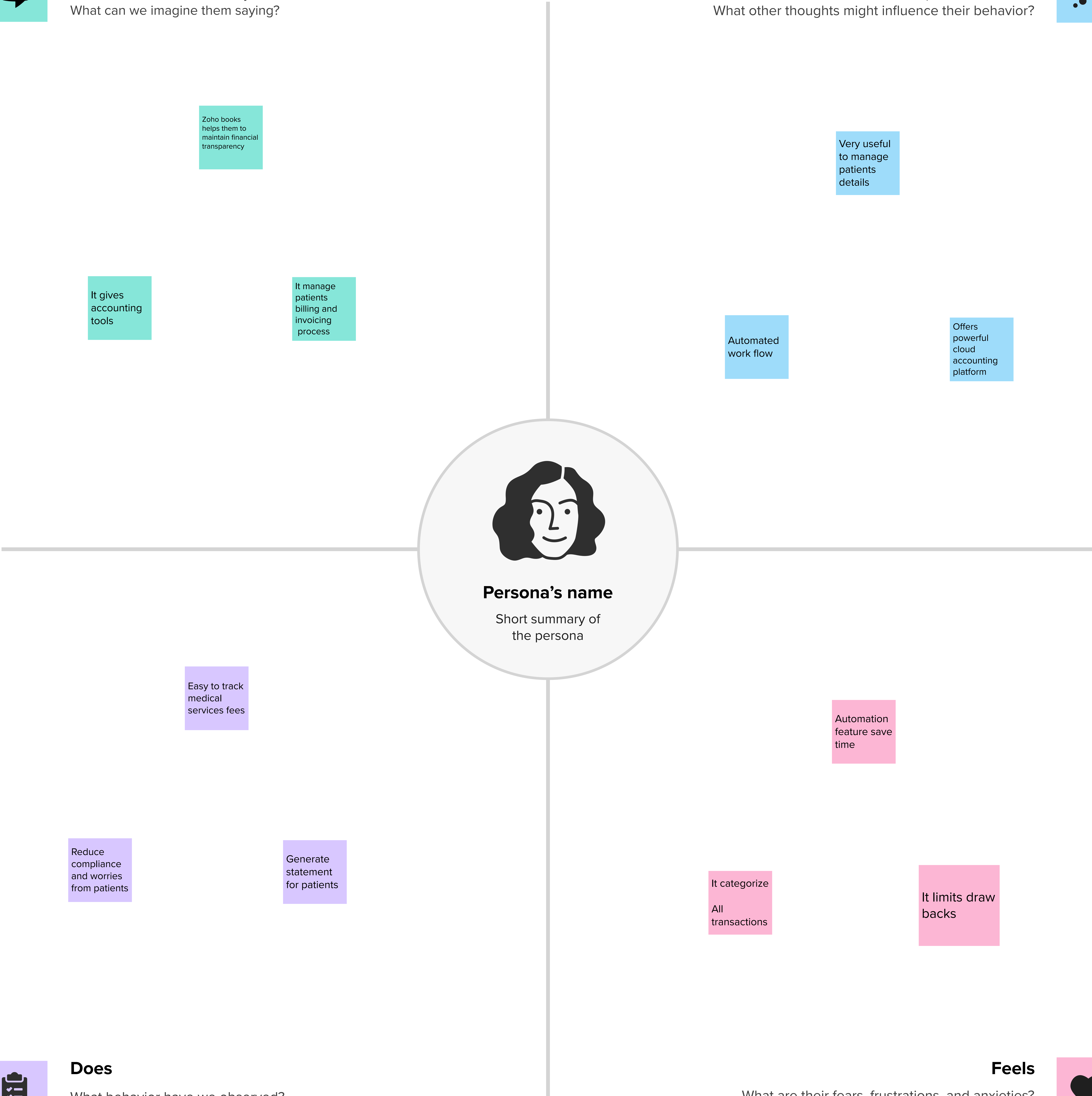
Says

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?



Zoho books helps them to maintain financial transparency

It gives accounting tools

It manage patients billing and invoicing process

Very useful to manage patients details

Automated work flow

Offers powerful cloud accounting platform



Persona's name
Short summary of the persona

Easy to track medical services fees

Reduce compliance and worries from patients

Generate statement for patients

Automation feature save time

It categorize All transactions

It limits draw backs



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?