



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?

I need to set up zoho Books to manage our finances efficiently

Think
"I hope Zoho Books streamline and save Our accounting us time". can Processes



Persona's name
Short summary of the persona

Does
Begins by exploring the zoko Books Interface, importing misting data. involving ng experber, and letting up

Fruited about the Potential Benefits but might also fear Durwhelmed by the Autup Proves



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?