



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?



Persona's name

Short summary of  
the persona

zoho books  
to manage  
their  
donation

generate  
doner  
receipts

expances  
and handle  
grant finals

track donor  
receipts

to  
educational  
programs

zoho  
books help  
them  
reaction

maintain  
financial  
tranprarency

i want  
more in  
projects



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?

See an example