



**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?





Fresh Bites Catering

Short summary of the persona

Accessibility  
anywhere  
with any device.  
centralized data  
security.

cloud  
computing for  
small business  
is cost  
savings.

More efficient  
resource  
management. faster  
innovation  
cycles. business  
continuity

The future of  
cloud computing  
is bright and will  
benefit both the  
host and the  
customer

the career scope of  
cloud computing is  
highly promising  
cloud infrastructure  
engineer

cloud computing  
professionals  
are basically the  
go-to professionals  
for everything

time consuming  
and error prone  
integrate your  
accounting  
system

Record all  
information  
automatically  
bank integration  
automatically

budgeting to  
logging time  
and invoicing  
customer  
effectively

overview scopes  
registering making  
the authorization  
request  
generating tokens

zoho assist apis use  
selected scopes  
control the type of  
resources that the  
client application can  
access

tokens are usually to  
ensure improved  
security for example  
you can generate a  
scope to create or  
view user information  
and so on



**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?