

## Says

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

**Thinks** What are their wants, needs, hopes, and dreams?

the software should make it easier for us to track our income

it must accurately input expenses and revenue

I'm worried about recording financial report improperly

how can i get sure that every expense is properly is classified

What other thoughts might influence their behavior?

Is zoho books the best option for our particular requirements?

I'm hoping that over time , this software will help us



## Persona's name

Short summary of the persona

categorizes and imports cost income

records are crossreferenced with tangible receipts

produce financial statements management focused on financial accurancy

if the software can be challenging to use, frustrated

when financial data needs expectations, one feels



## 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** 

