

Says

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

urban aura
interiores, a desining
company uses zoho
books to effectively
manage their
fiancial process.

the business
efficiency and
contributes to
suces to the
industry

it maintain
acurate records
and make
informed
fiancial decision



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



This business
employees
individuals
are dedicated
towards

pricing offered
byurban aura
ladies hair and
beauty saloon

the near future
business aims
to expand of
product and
service

Abirami

Persona’s name

Short summary of
the persona

it is an effect
task in
communicative
to the business

This well know
establishment
act as a parts
of koltata

Established
in the year
2008 urban
aura

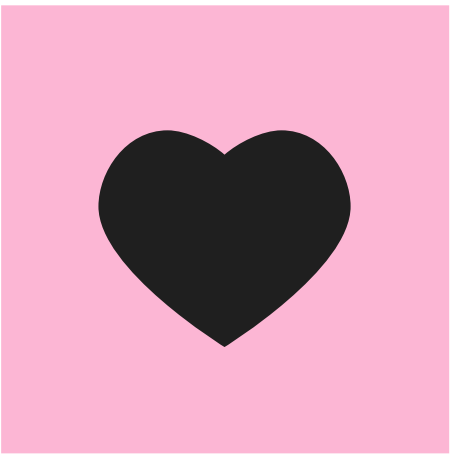
the appointment
provided you
notified them
about the
cancellation

the
representative
parlour for
further details
recording the
price



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?