



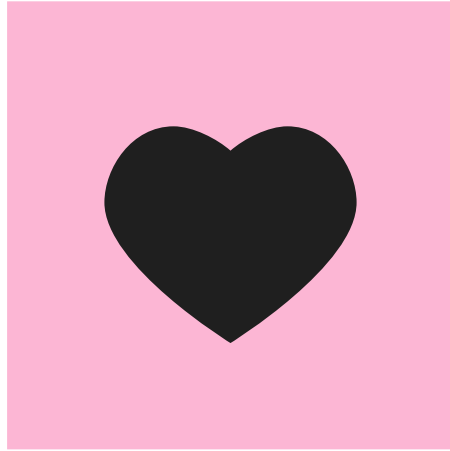
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example



Persona’s name
FRESH BITES
CATERING

Maintenaning expenses of catering services (like wages paid to cook, fair paid for supply of food. Etc..,

Raising professional invoice as per the customer requirements.

Raising vendor invoice by creating the needed ingredients, items.

What are the menu, we are going to prepare.

Calculate the required capital and how will acquired.

Raising of professional invoice for clients.

Entry of various ingredients items required in zoho books.

Entry of client invoice and collect the amount and creating all financial reports.

Entry of vendor invoice and make payment as per the scheduled.

Creating of ingredients items with all details in one window.

Vendor invoice preparation and reminded for payments are very useful in zoho books.

Preparation of client invoice also very easy and user friendly, viewing of financial reports is very useful for business promotions.



Does

What behavior have we observed?
What can we imagine them doing?