



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?



I need to set up  
zoho Books to  
manage our  
finances efficiently

Think  
"I hope Zoho Books  
streamline and save  
Our accounting us  
time". can Processes



Persona's name

Short summary of  
the persona

Does

Begins by exploring  
the zoko Books  
Interface, importing  
misting data. involving  
na experber, and

le g up



Does

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

Fruited about the  
Potential Benefits  
but might also  
fear Durwhelmed  
by the Autup  
Proves

Feels

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

