

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?

Customer  
Persona

What They  
Say

What They  
Think

What They  
See

preparation  
& maintenance of  
zoho books for  
kerthi sweets

prasanth sabari krishnan  
raguram  
bharathi basakaran  
arun prasanth

What They  
Hear

What They  
Do

Pain Points

Gains

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?

[See an example](#)