



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?



The zoho book
was track full
trustable to
billable hours,
expenses and
client invoices

They wants
to accurately
calculate of
the accounts

The software helps
them accurately
calculate project costs,
monitor profitability,
and generate reports
for very usefull to
working in better
financial management

Bright ideas
consulting for
many offers to
outside in
india

The many
consulting to
outside of India
in expert various
of offers
consultant

The GST was
many consult
the private
limited company
in registered to
tamil nadu



Persona's name
Short summary of
the persona

The various
determine of
consulting to the
organization of
bright ideas
consulting

The fears of
something to
go accurate
calculation of
accounts

The many
private limited
company was
registered in
india under
authorised

The many ideas
consulting to
Zoho book in
implement of
development

They frustrations
of generate
reports for better
financial
management

Hence the not
analysing for
consulting to
zoho book in
the firms



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?

