

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?



Customers
are increased
day-by-day
through offer
best services

To maintain goodwill of the firm in a market

All the project are completed within a specified period

Affordable costs are demanded from the customers

To improve customer satisfaction

To maintain all the financial transaction in Zoho books



Persona's name

Short summary of the persona

All the customer details are recorded in Zoho books

To manitor each project separately

To identify the cost of the each project separately

GST reports are generated within a minute in Zoho books

Goodwill of the company standalone in the market

Best servics offered by the company to the customers



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?

