



Says

What have we heard them say?
What can we imagine them saying?

What are the explicit things that users say about using Zoho Books for maintenance?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What might be going on in their mind using the software for fashion business tasks?



Persona's name
Short summary of the persona

What actions or behaviors can you observe when they interact with Zoho Books?

What emotions might they experience during these interactions?



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?