



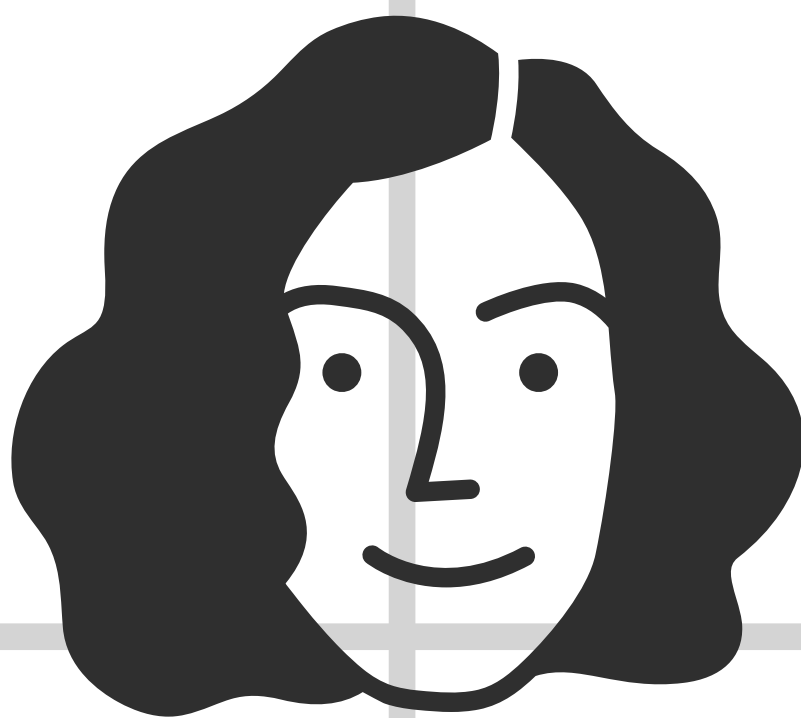
Says

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?



Short summary of  
the persona



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?

I have a  
company of  
educational  
instruction

My company  
aims to  
handle grant  
finance

My company  
aim's for  
sustainability

I will manage  
my educational  
institutions  
donations

I will manage  
my educational  
track expenses

I will keep my  
instruction  
handle grant  
finance

I will maintain  
my track  
expenses  
efficiently

I will  
manage  
theri  
donations

I comperate  
to handle  
grant  
finance

I feel excited  
for learning  
educonnect  
learning  
centre

It helps to  
gani more  
konwledge

I'am intersted  
in gaining  
knowledge in  
zoho books