



Says

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

I have a
company of
Educational
Instruction

My company
aim's for
sustainability

My company
aims to
handle grant
finance



Thinks

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

I will manage
my
Educational
Institutions
donations

I will manage
my
Educational
Track
expenses

I will keep my
Instruction
handle grant
finance



Persona's name

Short summary of
the persona



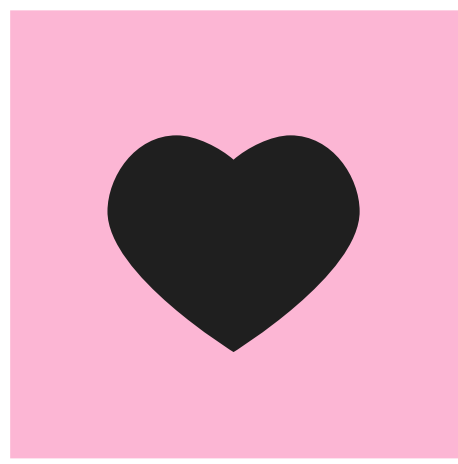
Does

What behavior have we observed?
What can we imagine them doing?

I will maintain
my track
expenses
efficiently

I will
manage
their
donations

I cooperate
to handle
grant
finance



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

I feel excited
for learning
Educonnect
learning
center

It helps to
gain more
knowledge

I'm interested
in gaining
knowledge in
Zoho books