



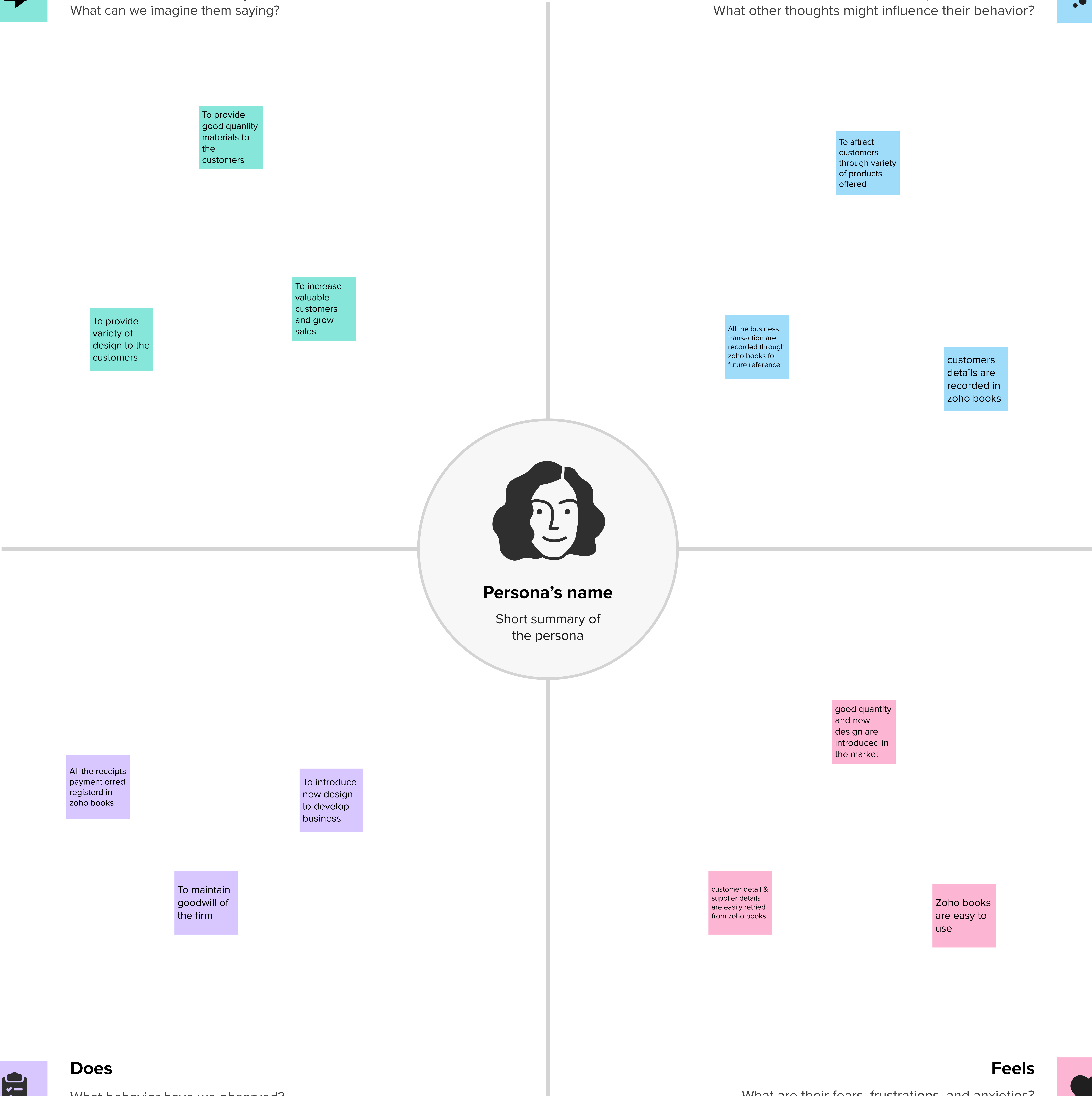
Says

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?



To provide good quantity materials to the customers

To provide variety of design to the customers

To increase valuable customers and grow sales

To aftract customers through variety of products offered

All the business transaction are recorded through zoho books for future reference

customers details are recorded in zoho books



Persona's name
Short summary of the persona

All the receipts payment orred registerd in zoho books

To introduce new design to develop business

To maintain goodwill of the firm

good quantity and new design are introduced in the market

customer detail & supplier details are easily retried from zoho books

Zoho books are easy to use



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?

See an example