



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?

Says: "I need to set up zoho Books to manage finances efficiently."

thinks
"I hope zoho Books. streamline and save accounting us time". can Processes



Persona’s name
Short summary of the persona

Does Begins by exploring the zoho Book: Interface imprendes, and setting up Categorizing invoicing. misting data,

Feels Excited about the Potential benefits but might also feel a bit Overwhelmed by the setup Process.



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](#)