



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?

It will give them a idea to create a balanced budget

This project will be useful for the people to start business as it helps with greater accurate planning

The users will be able to estimate the different stages of a project

The users will have an idea about the financial plans for their future business ideas

It helps to get stronger customer relationship and a better reputation in the business

It helps to predict the funds needed



Persona's name

Short summary of the persona

We can observe the business people with greater economical planning

We can notice improvised resource management

In the users perspective,the project will give them a detailed note on controlling business expenses

Staying on top of accurate cost estimation makes the path to the future more stable and predictable

The users will feel easy to make an estimation for their business

The users will get an idea to wider their business with more inovation



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?