



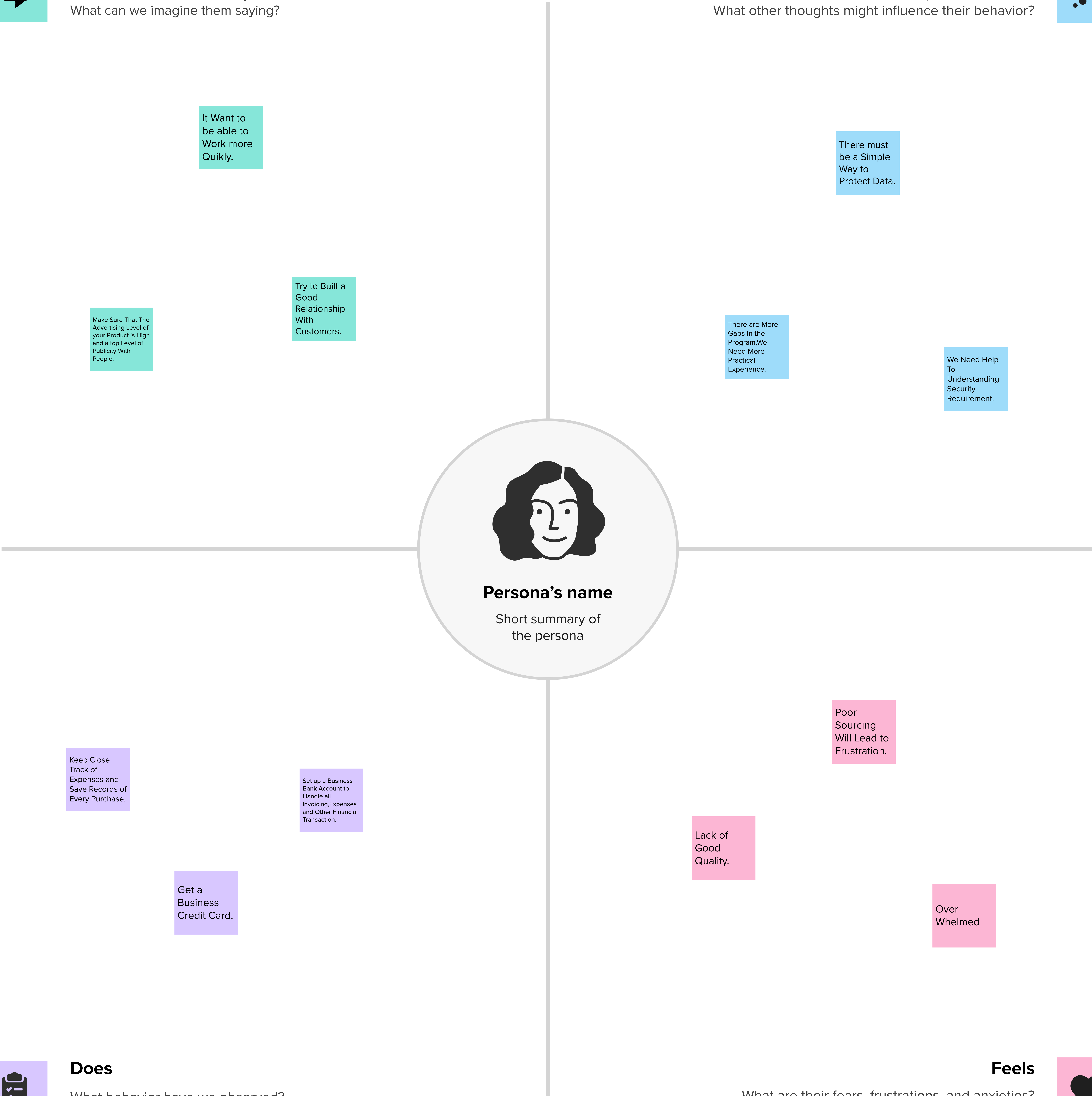
Says

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 Want to  
be able to  
Work more  
Quikly.

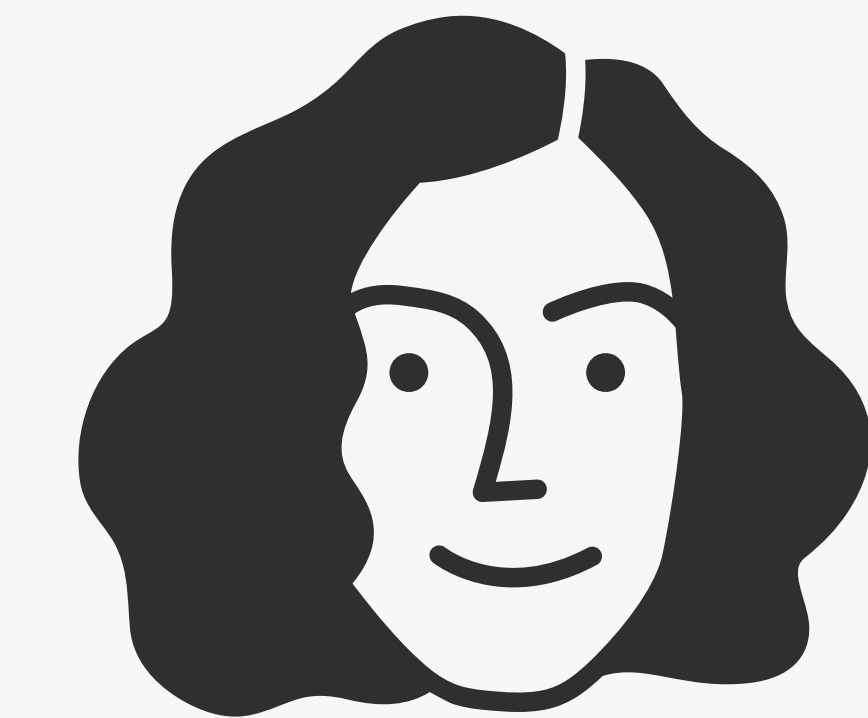
Make Sure That The  
Advertising Level of  
your Product is High  
and a top Level of  
Publicity With  
People.

Try to Built a  
Good  
Relationship  
With  
Customers.

There must  
be a Simple  
Way to  
Protect Data.

There are More  
Gaps In the  
Program,We  
Need More  
Practical  
Experience.

We Need Help  
To  
Understanding  
Security  
Requirement.



Persona's name  
Short summary of  
the persona

Keep Close  
Track of  
Expenses and  
Save Records of  
Every Purchase.

Set up a Business  
Bank Account to  
Handle all  
Invoicing,Expenses  
and Other Financial  
Transaction.

Get a  
Business  
Credit Card.

Poor  
Sourcing  
Will Lead to  
Frustration.

Lack of  
Good  
Quality.

Over  
Whelmed



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?