



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?



Budget
planning,Resources
allocation.

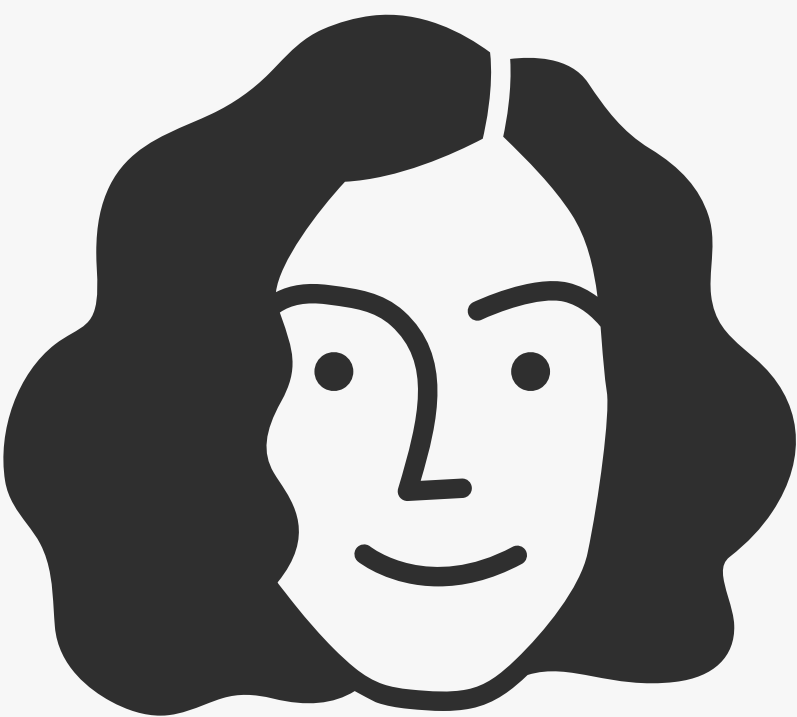
It can be
expensive.

Competitive
advantage,Estimation
results.

Risk
management,Improved
decision-making.

It is not
flexiable
enough to
answer.

New
estimates
must be
built.



Persona's name

Short summary of
the persona

Project
budget,your
job
schedule.

A business
should be
financial
plans.

Not only are
estimates
essential .

Your manage
resources .

Staying on
top accurate
cost.

Path of
future more
stable and
predictable.



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?

