



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?

Submitting expense reports is frustrating.

We need to ensure accurate expense forecasts for the next quarter.

Tracking expenses manually is time-consuming.

Updates on company financial performance and goals.

Inputs and feedback from department heads regarding their budget needs.

Market and industry insights.



Persona's name  
Short summary of the persona

Analyzing historical expense data.

Expense tracking software and financial reports.

Collabrating with department heads to gather budget estimates.

Monitoring expense trends and patterns.

Emails and meetings with department heads.

Budget spreadsheets and dats visualization tools.



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?