



Says

What have we heard them say?  
What can we imagine them saying?

"I need user friendly way to manage catering finances



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

I wish I could get real time insights into my catering business financial health



Persona's name

Short summary of the persona

Research online for accounting solutions  
Collect receipts and invoices from catering events

Relief when taskes are completed efficiently



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?