



**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?

Will it make the project effective?

Will it be reliable.

Will it pave the way to success.

Will it be adaptable by small enterprise?

Will the reports be in true and fair view.

Will the client be able to attain the maintenance.

Does it provide necessary guidelines.

Will it be affordable?



**Persona's name**  
Short summary of the persona

Development program.

Wide range of service.

Worried about the result.

Lack in process.

Annual meet between the clients.

Providing creative ideas.

How bright ideas maximises the profit for the organization

Interaction between the groups.



**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?