



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?

Highlights
the Key
Features

It is benefit
to my
catering
business.

Manage cost
effectively.



Fresh Bites Catering Owner

Short summary of
the persona

Any mobile
features that
allow to manage
catering finances

Ensure the
Security of
Financial
data.

Track the
Performance
of catering
business

Assist the
tax
calculations.

User
Friendly.

Kind of
Training and
support.

Banking and
Payment
platform.

Any success
stories.

Creating and
managing
invoices for
catering
events.



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?