

## 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?



My company aims for sustainability

I will manage supplier payments and generate financial reports

I have a company of sweets manufacturer and trader of sweets

Manage inventory

Generate invoice for my customers

Handle purchase orders



### Persona's name

Short summary of the persona

I will maintain inventory management

I will do my customers financial reports

Track stock levels and manage supplies payments

Overwhelmed with information

Excited to learn about this

Curious about this topic

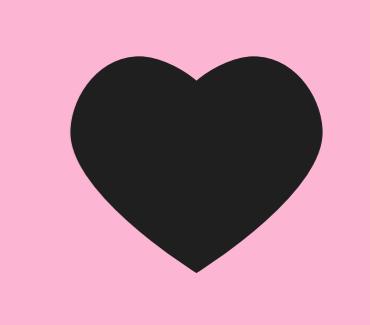


## Does

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?



See an example