



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?



Persona’s name

Short summary of  
the persona

I have a company  
of sweets  
manufacturer and  
trader of sweets

My company  
aims for  
sustainability

I will manage  
supplier  
payments and  
generate  
financial reports

Manage  
inventory

Generate  
invoice for  
my  
customers

Handle  
purchase  
orders

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](#)