



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?

i have  
company of  
consulting  
firm

i will record  
billable hours  
an general  
professional  
invoices

my company  
aims for  
sustainability

this software  
helps to  
accurately  
calculate  
project costs

i will track  
my  
customer's  
invoices

i will  
generate  
reports  
custom



Persona's name  
Short summary of  
the persona

i will maintain  
records of my  
customers

track billable  
hours and  
customers  
expenses

generate  
reports for  
better  
financial  
management

oversrwhelmed  
with  
information

excuted to  
learn  
aboutthis

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?