

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



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TOPIC:ESTIMATION OF BUSINESS EXPENSES

REGULATING
BUSINESS
PRATICES
IN A
COUNTRY

LAWS OF
COMPANY
AND
PARTERSHIP

DATA CAPABILITIES RUNNING
TO
COMPANY
ACTIVITY

Thinks

LITTLE
LIKE A
CLOUD
BACK

SUFFICIENT AND PRODUCTIVE

MORE

CUSTOMERS
RECEIVE
THEIR
ORDERS
PROMPTLY

COMPANY PROFITS NEED TO
THE
POSITION

INCREASING
THE
COMPANY
PROFIT

ONE WILL
COST YOU
MORE THAN
MONEY

GROWTH CAN
ALSO BOOST
YOUR
BUSINESS

Persona's name

Short summary of the persona

LEGALITIES

SPACE

EQUIPMENT
AND
SUPPLIES

BUSINESS LICENSE ANY
JANITORIAL
SERVICES

CREATE AND
ASSEMBLE
YOUR
PRODUCTS

GETTING
AND
FULFILLING
ORDERS

HIRING EMPLOYEES

GROWTH
OF THE
BUSINESS

PAYMENTS SYSTEMS HELP TO
ESTIMATION
OF BUSINESS
EXPENSES

MARKET SHARE

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?



