



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

genral ledger

sales ledger

purchase ledger

a ledger is a book or collection

a list of transaction

each recorded debit or credit

ledger is a place where account maintained

its also known as a final entry

revenue and expenses

the genral ledger is known as a subsidairy ledger

purchase , payment, recepits

withour a ledger you cannot record any transaction



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?