



## Says

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

opening  
entries

compound  
entries

transfer  
entries



Persona's name

Short summary of  
the persona

## Thinks

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



physically or  
digitally

property or  
accounts

affect  
multiple  
accounts

your  
bookkeeper or  
accountant

every  
transaction your  
business makes  
requires debit and  
credit

create  
financial  
report and  
file taxes

the credit  
and debit  
amount

reference  
number that  
serves as a  
unique

the date of  
the  
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?



[See an example](#)