



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?

Tracking
time

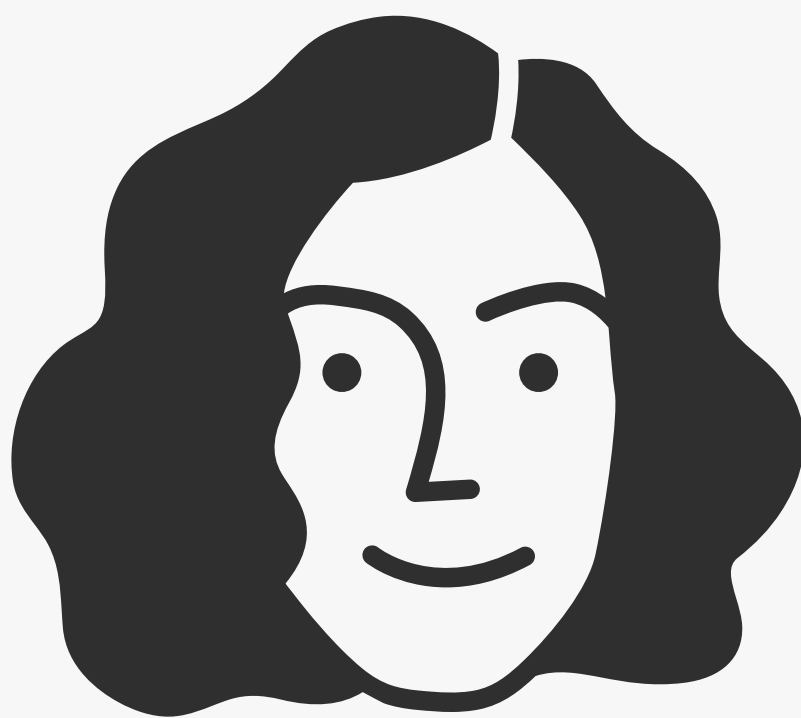
They need a
system that
is mobile-
friendly

Generating
reports

Creating
estimates

They dream
of a system
that is
customizable

They hope
for a
system that
is reliable



Persona's name
Short summary of
the persona

Track your
time and
billable
expenses

Keep your
records up
to date

Teamwork
Skills

Create a
well-
defined
estimate

Adaptability

Communication
Skills



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](#)