



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

CAPITAL

SALES

PURCHASE

RETAILERS

**Thinks**

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



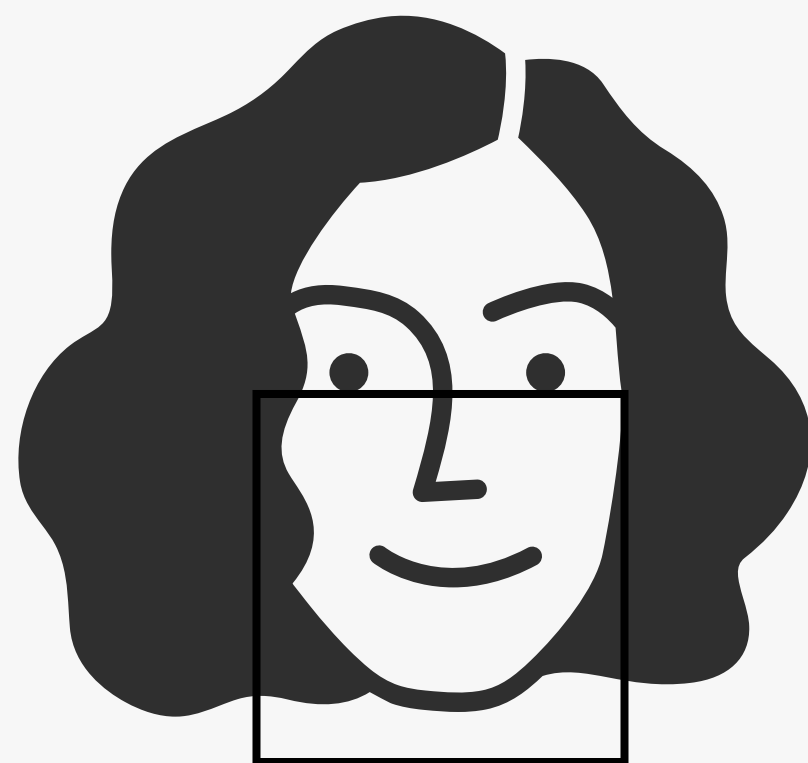
BUSINESS  
EXPAND

BRANCH  
ACCOUNT

TRANSPORT  
COST

SALARY

WAGES



**Persona's name**  
Short summary of  
the persona

GENERATE  
INVOICE

PROFIT  
MARGIN

FINANCIAL  
REPORTS

BANK  
TRANSACTION

INVENTORY

BREAK EVEN  
SALES

BILLING AND  
SETTLEMENT  
PLAN

PROFIT  
AND LOSS

FIFO AND  
LIEO

OFFER

DISCOUNT



**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](#)