



Says

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

I Have A
Company Of Tour
Operator,Leverages

I Can Generate
Professional
Invoice,Reconcile
Payment And
Monitor For Financial
Performance

I Manage To
Enhance
Customer
Services And
Financial
Operations



Thinks

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

I will Manage
My Company
Leverage
Booking

I Will Keep
My Company
Track Project
Expeses

I will Keep
Handle My
Customers
Invoices



Persona's name
Short summary of
the persona

Overwhelmed
with
Information

Excited To
Learn
About This

Curious
About This
Topic



Does

What behavior have we observed?
What can we imagine them doing?

Generate
Professional
Reconcile
Payments And
Monitor
performance

I will
maintains
record of my
customers

I Will Do
My Client
Invoices



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example