



**Says**

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

"I'm always looking for ways to save money."

"I'm not sure where to start when it comes to analysing my spending behaviour."

"I want to make sure I'm getting the best value for my money."

Tracks their spending habits

Compares prices before making purchases.



**Does**

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

Looks for coupons and discounts.



**Persona's name**

Short summary of the persona

[See an example](#)

**Thinks**

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



"I'm worried about my finances."

"I need to find ways to cut back on my expenses."

"I want to be more in control of my spending."

Stressed about their finances

Anxious about making the wrong financial decisions.

Hopeful that they can find ways to improve their financial situation.

**Feels**

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

