

## 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?



Historical Data:
Look at past
financial
statements to
identify recurring
expenses and cost
trends.

Wants: Quality products or services, competitive pricing excellent customer service.

Management Reports:
Review reports,
meetings, or
announcements by
company management
for insights into
upcoming expenses.

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Wants: Quality products or services, competitive pricing, excellent customer service.

Hopes: To have their problems solved, receive value for their money, and build a long-term relationship with the brand.



Estimation of business expenses

Short summary of the persona

Historical Data:
Analyze past
financial records to
understand how the
business has spent
money over time.

Management
Decisions: Consider
past decisions by the
management, such as
cost-cutting measures
or investments in new
projects.

Employee Feedback:
Take into account
feedback from
employees regarding
budget needs and
observed changes in
spending habits.

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Does

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







