



Says

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

invoicing  
customers

generating  
reports

preparing  
taxes



Thinks

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

effcient  
andsave  
time

to improve  
traveltrax  
tours  
bottom line

the  
satisfaction of  
helping the  
company  
succeed



Persona's name  
Short summary of  
the persona

generating  
reports and  
insights

reconciling  
bank  
accounts

preparing  
financial  
statements

elegate  
takes to  
others if  
possible

take breaks  
when you  
need them

dont be  
afraid to ask  
for help if  
you need it



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?