



**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?

Says: I need a user- friendly way to manage catering finances"!! In

think! manage catering finances"!! T wish I could get real- time insights into my catering,business's financial health



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

Does  
1. Research Solutions. Online for accounting  
Collect receipts and invoices from catering events.

Field Relief when tasks efficiently. are completed



**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?