



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?



Feels

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



Does

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

 [See an example](#)



Persona’s name

Short summary of
the persona

It will help
to record
Project
expenses

Helps to
Generate
professional
invoice

Maintaining
Record
billable
hours



To record
every
expenses

To keep
proper
billing
system

To prepare
professional
invoices

It helps to
track the
expenses
arise during
the project

Preparing
invoice for
official
purpose

Maintaining
and record
the bill

Helps in
managing

It reduces
the time

Helps in
proper
books
maintenance