



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?



Persona's name

Short summary of the person

Improved
profit
margin

Stronger
customer
relationship

Greater
accurate
planning

Better
reputation in
business

Examine
your
expenses

Crucial skills
for
entrepreneur
or manager

Create the
list of
monthly
expenses

calculate the
cost of filling
orders

Cash
registers and
payment
system

calculate
shipping and
packaging
cost

Funds
accordingly
for the
project

Approximate
projection
of future
expenses

Experted
income and
agreed
budget

Market
analysis for
quality work