



Says

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

Getting and fulfilling orders.

Reasonable price of goods.

Calculate fiancing needed.

Sales and marketting.

general and management.

Research and development.



Does

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



Persona's name
Short summary of the persona

[See an example](#)

Thinks

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



Analysing the best ways.

Business capturing key data on travel.

To construct new patterns.

The best to support small business.

solving people's problems at profit.

Quality is the best business plan.

Feels

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

