



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

A Forumala
for calucating
expenses in a
business

becomin a
doctor.

sharing my
love of
reading
nonfication.

Total expenses
=cost of goods
sold (COGS) +
Operating
expenses.

vakilsearch can
assist you in
understanding the
legal and regulatory
requirements reated
to business
expenses.

mastering the
multiplication
tables.

To perform their
jobs effectively
its impartant for
finacial
professional .

you may need
to reasses the
cost behavior
for the
project.

if these
emotion .

its beneficial to
understand more
about cost
behavior and
how its managed
.

if these
emotions if not
properly
managed
anxiety

the individual
frustrated about
their
cirucumstance the
people involed.