



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?

consultation  
&Advertisement  
Planning

Facilitate  
client learning  
Trainning  
procedures

Capacity of  
the consulting  
Qualification  
of the  
consultant

Create  
innovation ideas  
Convergent  
thinking

Encourging  
the ideas  
receiver  
Organization  
structure

Avoidness of  
losses  
Consultant  
offers advice



Persona's name  
Bright Idea Consulting

Location of  
the  
consultancy  
Update the  
fields

Selection of  
name of the  
consulting  
Searching  
current trend

Provide solution  
to given proplem  
The Government  
give the location  
in permission

Satisfaction of  
the consultancy  
Create a  
entrepreneurship

Services used  
by the  
receiver  
Solve  
proplems

Improve  
efficiencies  
Grow their  
ventures



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?