



Says

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

Most people says,"it costs money to make money"

Poor communication

I want something reliable

People think that,they will provide us with a concise overview of operating expenses

Money people's predict will be uncollectible and turn into bad dept



Thinks

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

Adequate vision or goal for the project

Adequate sponsor support

Too many acronyms

A more accurate view of the cost and profits expected in each project

It gives you and your stakeholders a general idea of how much time,effort,and money it'll take to get the job done.



Persona's name

Short summary of the persona

People will get the knowledge of the work

People take accurate task time

Checks the website

we hope that, they will make their budget planning correctly

People will do their business with available funds



Feels

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

Overwhelmed

Inadequate resource forecasting

We will get lower net income in the short term but increase income potential in the long term

Investment in equipment and product development can be expensive

If a company's expenses are greater than its revenue,it's operating at a loss



Does

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