



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?

Forecasting business expenses for the next year

Market fluctuations are subject to change

Focusing on unnecessary expenses and ignoring them

Managing the effort to improve productivity

Cost reduction to evaluate various cost factors

Developing new markets and business development

Introducing new products and investigate and implement plans for future growth



Persona's name
Short summary of the persona

to understand the previous expenses we analyze the past records in each category

Transferring the potential cost of goods to services

Without the right kind of data to estimate cost

Low investment high gains

improper data can cause anxiety about making incorrect decisions

Staff development

low price quality things

Investigating costs for new project

Misjudgment of expenditure can lead to suffering

Finances will suffer due to unexpected expenses

Fear of financial planing and decision making

Setting aside money for emergency or medical expenses



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?