



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?

MANAGING
ACCOUNTS

CUSTOMER
SUPPORT

MANAGE
DOCUMENT
SEAMLESSLY

EFFORTLESS
SETUP AND
IMPORT

CREATE
INVOICE IN
SECOND

ORGANIZING
TRANSACTIONS
AND MANAGING



Persona's name
Short summary of
the persona

DOES
TRACK
PROJECT
EXPENSES

FEELS
AUTOMATE
WORK
FLOW

HANDLE
INVOICNIG

DOES
MONITOR
THE
PROFITABLITY

FEELS EASY
TO WORK

QUICK
ACCESS



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?