

## Says

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

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



**Thinks** 

MANAGING ACCOUNTS

MANAGE DOCUMENT SEAMLESSLY

**EFFORTLESS** 

SETUP AND **IMPORT** 

CUSTOMER SUPPORT

CREATE INVOICE IN SECOND

ORGANIZING TRANSACTIONS AND MANAGING

DOES TRACK PROJECT EXPENSES

HANDLE

INVOICNIG

Persona's name

Short summary of the persona

FEELS AUTOMATE WORK FLOW

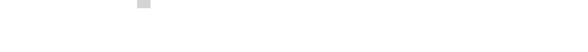
FEELS EASY TO WORK

QUICK ACCESS

DOES MONITOR THE PROFITABLITY

Does

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



See an example

**Feels** 

