



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?



Persona's name

Short summary of the persona



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?

"Once we created our own forms, it actually became really useful."

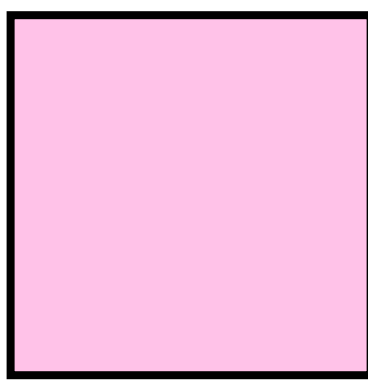
"Feels like I'm configuring an office tool, not a home budgeting app."

"If only the charts were a bit simpler — my parents find them confusing."  
"The reports make it easier to talk about money as a family."

ServiceNow's power can make this more than a basic budget tracker."

I hope the rest of the family won't find it too confusing."

Now everyone can see where the money goes — no more hiding expenses."



Others delay data entry and batch-upload receipts once a month.  
They build a workflow to log, approve, and summarize family expenses.

They generate reports by family member or category (e.g., groceries vs. entertainment).

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Experience a sense of **achievement** seeing all data organized in one place.

May feel dependent on one family member who "understands ServiceNow."

Feel proud and confident managing family finances systematically.

See an example