



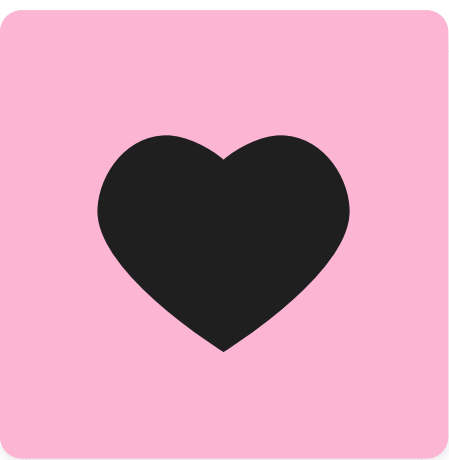
Says

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?



Feels

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



Does

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

 [See an example](#)



Business man

Short summary of
the persona

To gather
financial
statements

To examine
our
expenses

To create a
list of
monthly
expenses

By estimating
expenses we
could maintain
our economy

In case of starting
business
estimating
expenses is a
very essential
step

It helps to reduce
unnecessary
expenses for the
following month

Estimating business
expenses is an important
step in determining how
much money we need to
start and keep out
business running without
encountering cash flow
problems

Every business
has different
requirements
depending on the
type of products
or services it sells

Most business
expenses are either
one- time costs or
ongoing expenses
required to keep
operations going

Target audiences
will get fulfilling
orders,
equipments and
supplies in
reasonable price

Executing eligible
works together
with the amount
of the considered
cost

Rent, Utilities,
Wages,
Maintenance,
insurance and the
cost of goods
sold