

**Thinks** 

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



DATE: 01.08.2023

TEAMID:

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**PROJECT** 

TITLE:ESTIMATION OF

BUSINESS EXPENSES

CONSISTENSY/ SAFETY CUSTOMER
IMPROVE
STATISFICATION

INCREASING
BUSINESS
GROWTH

BEST
INSURANCE
PLANS

GREAT CUSTOMER
SERVICE

100%TRUSTABLE

PERSONAL LOAN

1000+ JOBS MEETING
CUSTOMER
DEMANDS

Persona's name

Short summary of the persona

RETIREMENT
PLANS

ADDITIONAL
COMPENSATION
AND TIME OFF

FINANCE STABILITY BETTER
PROFIALITY
AND CASH
FLOW

JOB PROMOTIONS STATUS
GROWTH
SALARY

DIFFERENT

MODEL

INTERESTING

ADVERTISEMENT

&MARKETING

LICENSES

AND

PERMITS

WITHDRAWAL
AND TRANSFER
FEES

FUN AND
INTERESTING
IN WORKING
HOURS

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?

