



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?

Estimate business travel expenses for employee travel

Estimating all expenses required to start and operate the business

Equipment rent inventory marketing

Expenses system that captures all expenses

Time consuming to attempt to estimate business travel expenses based from paper system

Travel looking in one place will use that to help predict future



Persona's name  
Short summary of the persona

Companies are able to analyse their historical travel

It makes it easier to predict future spend

Online travel booking system charge extra to provide analytic your spend own data

Have knowledge of why your teams need to travel. not just how?

Customer relationship (42%).internal meeting (22%) developing new business (20%).

Maintain the success of your business is the long run.



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?