



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

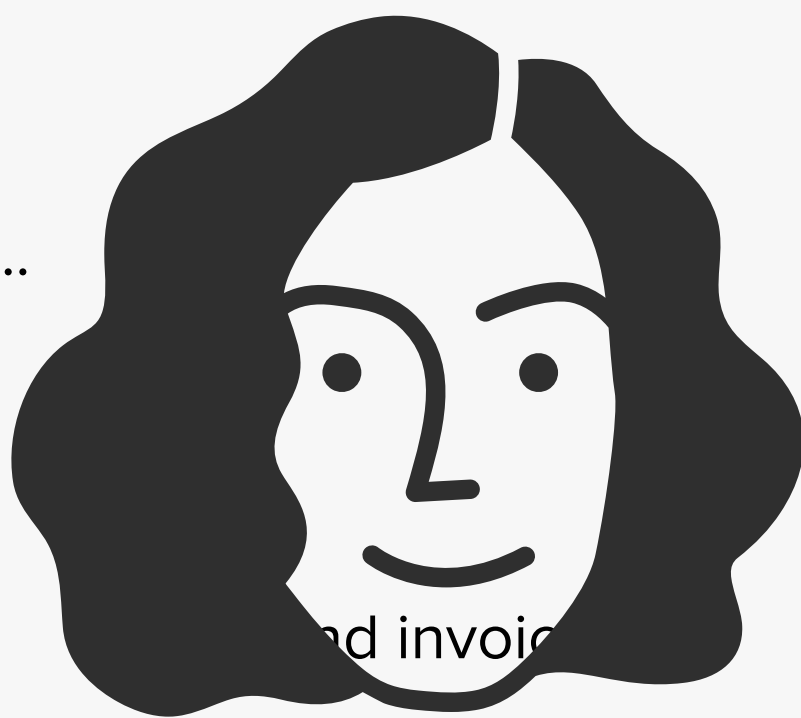
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

 [See an example](#)



Persona's name
Short summary of the persona

Type your paragraph...

to offerby catering to the varied requirements of its customers

maintaining their sales value

keeo up with your company

it streamline their catering operations

providing quality food

did not using the processed meat

keep in mind of nutritional food

generate professional invoices for clients

tracks expenses related to ingredients

to maintain accurate financial records

it manage the sales

it is an service rendered in the books for catering