



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?

Rent:
Determine
the cost of
your
workspace

Marketing :
include
costs for
advertising and
promotions.

Salaries :
Factor in
employee
wages and
benefits .

Utilities :
Calculate
monthly bills
like electricity
and internet.

Supplies:
Account for
material and
equipment
needed for your
business

Insurance:
Include costs
for business
insurance
coverage.



Persona’s name
Shafia Taj .A
Shafiya .I
Shalini .S
Sharmila .S

Technology:
Include costs
for software,
hardware, and IT
support.

Determine
fixed cost like
rent, utilities,
and insurance.

Taxes:
Account
for bussiness
taxesor fees.

Consider
variable cost
like inventory,
marketing.

Travel:
Include
expenses for
business-related
travel and
accommodation.

Maintenance:
Factor in the
cost of repairs
and upkeep for
your business
space,



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?