



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?

capital

travel expenses

grocery purchase

invoice and sales receipt

rent

salary

packing expenses

electricity bill



Persona's name
fresh bites catering

maintaing invoice

generate professional invoice for clients

online order

credit card payment

profit

keep financial reports

offer

discount



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?