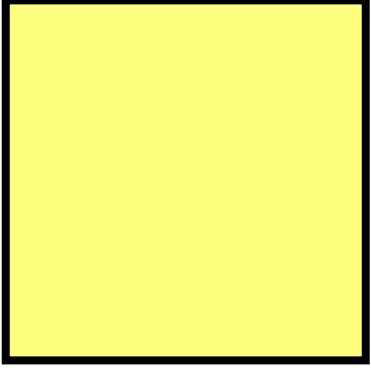
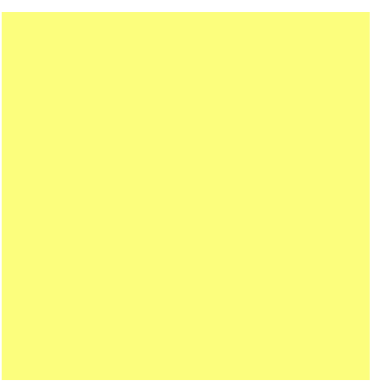




**Says**  
What have we heard them say?  
What can we imagine them saying?



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



Vendor

Inventory

Raw  
Material

Generate  
Invoices For  
Their  
Customer

Handle  
Purchase  
Order

Generate  
Invoices  
For Their  
Customer



**Persona's name**  
Short summary of  
the persona

Quality

Customer  
Satisfication

Manage  
Supplier  
Payments

CateringTo  
Both  
Wholesale  
And Retailer

Generate  
Financial  
Reports

Bank



**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?