



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?

ITS GIVEN
IDEA TO
BEGINNERS

IT HELPS
MANAGE
INCOME AND
OUTGOING
AMOUNTS

IT ASSISTS
BEGINNERS
IN PLANNING
THEIR STUDY

IT AIDED IN
GETTING
SOME OLD
DATA

THEY WILL
MAKE A
MONTHLY
PLAN

IT ASSISTS IN
BUSINESS
ECONOMY
MANAGEMENT



Persona's name

Short summary of
the persona

IN PROJECT
MANAGEMENT, THIS
METHOD GIVES
INVESTORS AN IDEA
OF THE APPROXIMATE
EXPENSES INCURRED
IN THE COMPLETION
OF THE PROJECT

IN THE PAST,
IT HAS
CAUSED FEAR
IN BUSINESS

ITS HELP TO
SAVE
MONEY

ESTIMATION
HELPS SET A
PROFIT
MARGIN AND
SALES PRICE

ITS HELP TO
MANAGE
THE
PROFITS

BUSINESSES
EVALUATE THE
EXPENSES
INVOLVED IN THE
MANUFACTURING
OF A PRODUCT
OR SERVICE



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?