

Savs

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?

How to avoid

useless

expenses?



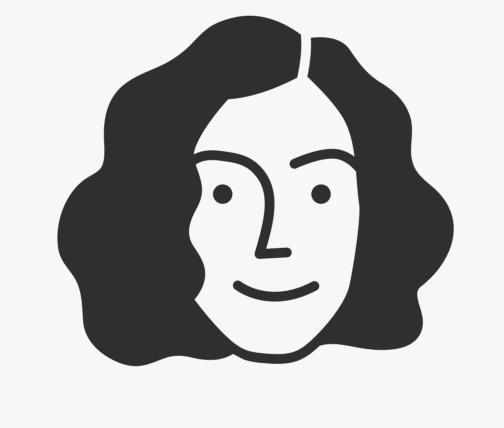
Think and estimate

Can reduce the amount for raw materials

Prefer freshers for Man power

The estimation can be satisfied?

Divide them into recurring categories and one-time.



Persona's name

Salary and wages

Space rent and and Infrastructure

Confuesd

and other
Organisational

Documentation

expenses

Tensed

Stressed

Does

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

See an example

Feels

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

