



Says

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

I was expecting something different

What brand you like best for your home what dou you think

What type of quality product do u



Thinks

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

To develop a company and company go for next level

I want something awesome

To provide employment opportunity



Persona's name

Short summary of the persona

More research to reach goal

Create the website sale in online

Home delivery, free cost of transportation, free service



Does

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

Company in good position

Company growth is increased

Sales is increased and attain more profit



Feels

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