



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?

Time can be saved while proving the offers which is really a needed one.

Need a efficient search to get a specific product

Customers are tempted to buy more stuffs such as goods,products

People will love customer-seller relationship

Expecting the better quality of a product

whether the product/ service can be returnable or not



Persona’s name

Short summary of the persona

Searching a product based on the gender classification

Placing order at the beginning of the month

It's worthy to spend money on a particular product which is satisfied to them

customer get attracted by the offers

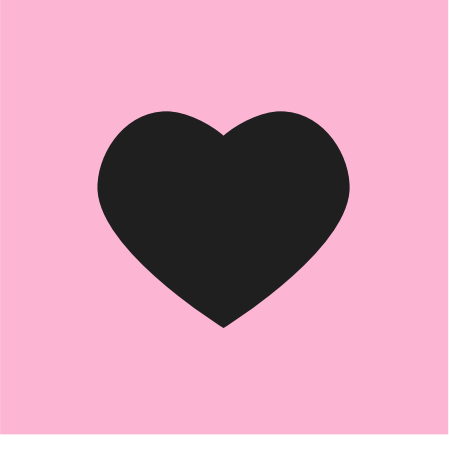
Like to get a product with low cost and high quality.

Share their experience of a product on a social platform which helps the others to decide to get the product or not.



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?