



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?

To support and promote kiwi creativity and craftsmanship

it provide service as per customer's needs designs

To offer customer-made tables that are handcrafted and built to last a lifetime

Design ethos echoes beauty and simplicity

They must updating in features

To innovate more and more models



Persona's name  
Short summary of the persona

They gives warranty

they provide return policy

it may too much costs

They incurred free delivery

Customer's satisfactions

it may incurred damaged products delivery



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?

[See an example](#)