



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?

I was expecting something different.

What do you think?

I want something reliable?

Wasting too much time?

Maybe this isn't the best.

Due to high GST it is difficult to buy goods.

Browsing with a lot of desire to buy land.



Persona's name
Short summary of the persona

Take care not to lose.

Goods should be sold at reasonable prices.

Producing good quality products our company should be higher than other company.

Worrying about disappointment repercussions can be stressful.

Believing that manufactured goods affect people.

Will it be safe?



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?