## 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 rellable?

Wasting too much time?

Maybe this isn't the best.

Due to high GST it is difficult to buy goods.

Brrowing 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.

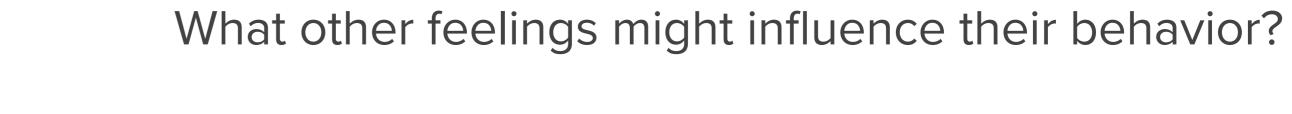
Will it be safe?

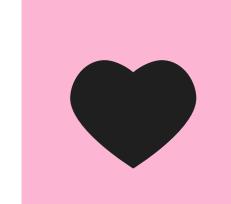


What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties?





**Feels** 

