What other thoughts might influence their behavior?



How to cut down the expenses

Whice products are welcomed in the market

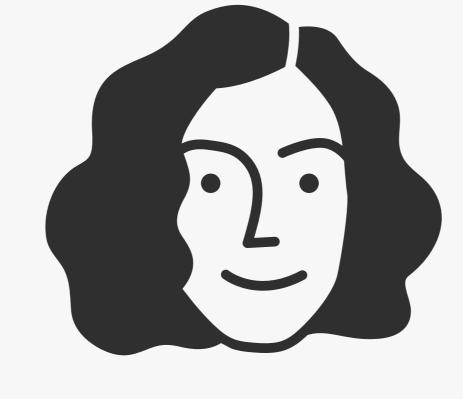
Atractive

apperances of products reduces expenses

What really

Major preoccupations

Worries &aspirations



Persona's name

Short summary of the persona

Feels anxious and worried

What are the market offers

Environmental friends

What influencers says

Needs to get info and place an order quickly

Frustrated with having to find another vendor

Feels



Does

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



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



