



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?

Choose people  
wandering  
areas.

Search for  
employees,  
suitable areas,  
profitable  
products.

Select product  
which is  
people's  
demand.

Whether we  
are yielding  
profit annually  
or seasonally?

Is our product  
reach all  
kinds of  
people?

Whether loss  
in certain  
product affect  
the business?



Persona's name  
Short summary of  
the persona

Advertisement  
should be  
effective &  
attractive.

If we attain  
loss, it will be  
balanced by  
our savings.

Logo & name of  
our company  
should be  
impressive.

Mentally  
prepared for  
profit or loss.

Confident &  
Continuity.

Hesitation &  
Fear



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?