

## Says

What have we heard them say?
What can we imagine them saying?

Choose people wandering areas.

Search for employees, suitable areas, profitable products.

Select product which is people's demand.

**Thinks** 

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



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.

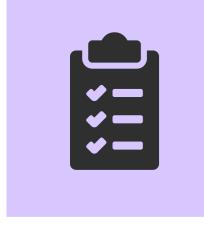
If we attain loss, it will be balanced by our savings.

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?

