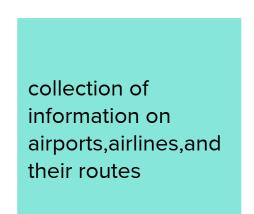
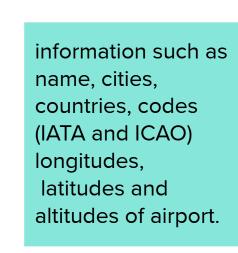


Says

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



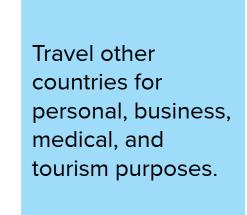


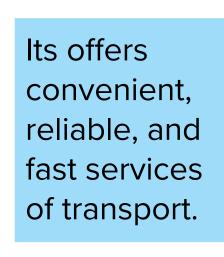


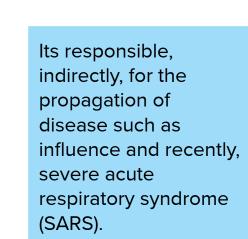


What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





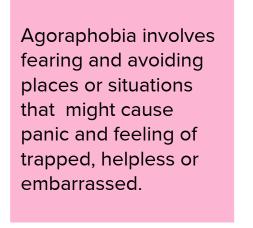






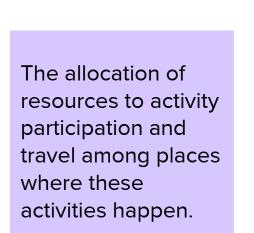
Persona's name

Short summary of the persona



Feeling tense, nervous or unable to relax.





better
accessibility to
markets,
employment and
additional
investments.

Efficient delivery and optimal spacing of freight.

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?



Feels

