



Says

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

Take the
measuement
of your room

Understand
space and
requiremen
t

Choose
what do
plan



Thinks

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

Quality at a
low price

The house
should be
attractive

Workers
must be
belivers



Persona's name
Short summary of
the persona

One mirror
in every

They have
done better
then what
use said

Improce the
house
appearance

Your work is
excellent

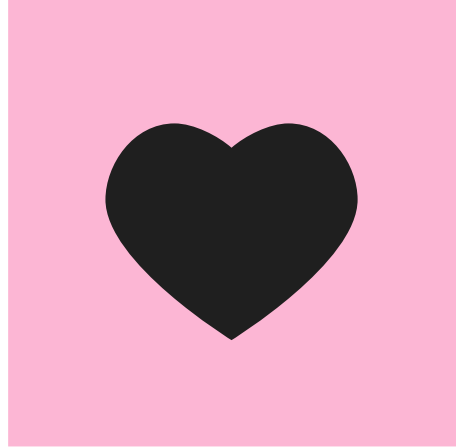
You have
done better
then use

The house
is better
then



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?

See an example