



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?



**Persona's name**  
Short summary of the persona

identification

mirror of their business

aspect of the business

promotion of the company

quality of the brand they deal

trust worthiness of the business

promptness

honesty

quick delivery

competition

long run their business

technological updates



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?