



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?

i want to know the quality of the product.

is the price affordable or not?

will it taste good?

does it contains preservatives?

packing method

prefering wheat more than maida products.



Persona’s name
Short summary of the persona

they buy our products

they prefer our products to others.

if they like our product taste, they will buy again.

cleaniness

Taste

expiry date



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?