

clean

ambiance

Says

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

> At price

Should be Expecting hygienic discount and environment&

offers

Increase the

Maybe this is the best option?

Need high

MARKETING Short summary of

the persona

More research

> products which is having heavy demand

Feels excited if someone's praise

Overwhelmed for having high quality products

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



promoting our business through social media

What behavior have we observed? What can we imagine them doing?





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



I want something awesome

> quantity & good quality

It is better than other