



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?

Expects low Budget

no work pending

The House should be in good condition

The customer expects the result will be good

the house should be attractive

complete the work in less days

Our house should be different from others

Need to decorate in new designs



Persona's name

Short summary of the persona

They can rent out the house

They will check if they have done better than what we said

Keep the House well decrated

Completed the work quickly

They compare the home design and the exact design

Improve the house appearance

You have done better than we expected

we are getting a less of money



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?