



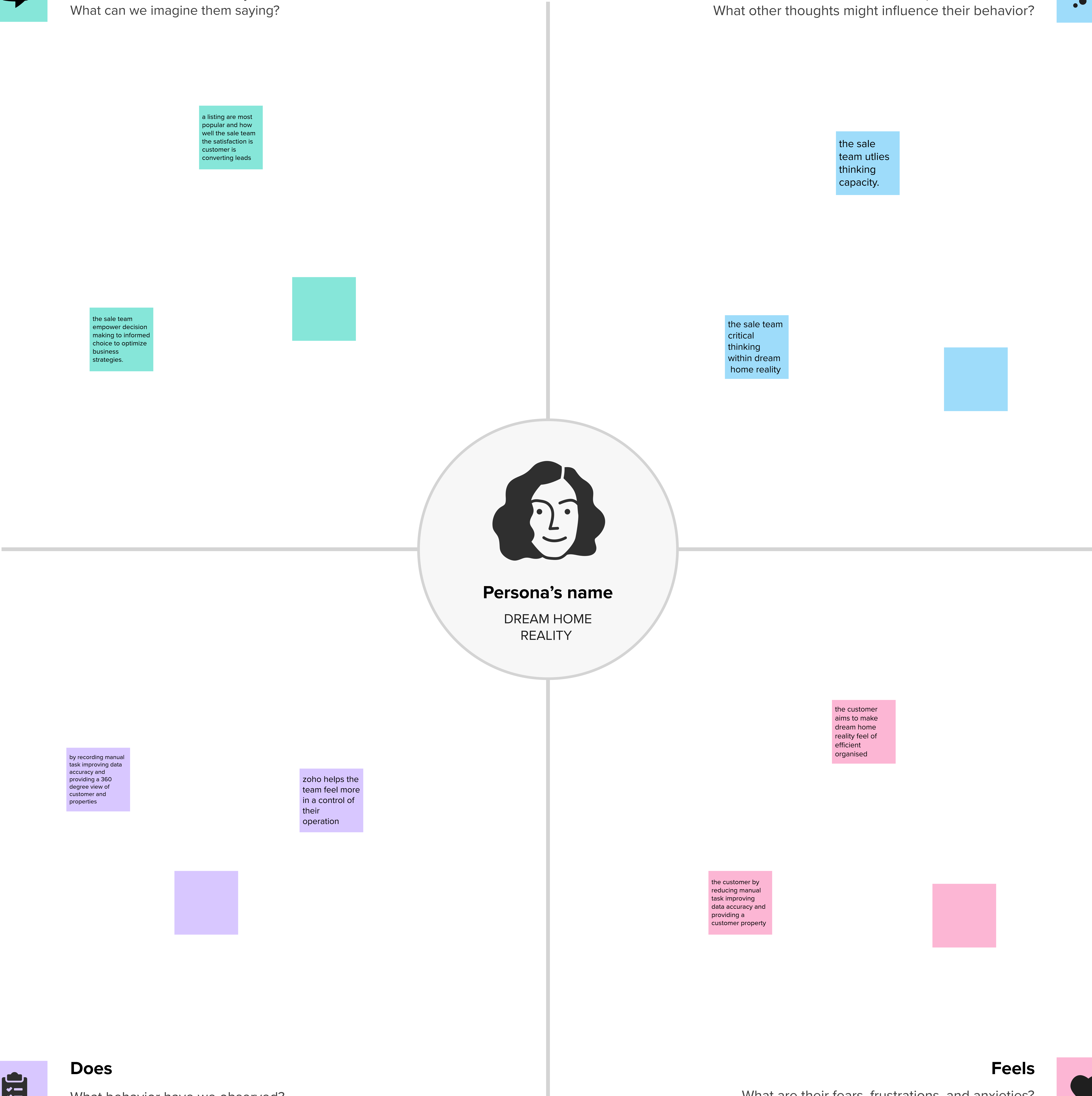
Says

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
DREAM HOME
REALITY

a listing are most popular and how well the sale team the satisfaction is customer is converting leads

the sale team empower decision making to informed choice to optimize business strategies.

the sale team utlies thinking capacity.

the sale team critical thinking within dream home reality

by recording manual task improving data accuracy and providing a 360 degree view of customer and properties

zoho helps the team feel more in a control of their operation

the customer aims to make dream home reality feel of efficient organised

the customer by reducing manual task improving data accuracy and providing a customer property



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?