



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?

excuting
plans

believe the
contruction
work

good
attraction in
builder

→
Control
budget

Raw
material

Invoice



Persona's name
Dream home reality

Creative
mind

More
facilities

Technical
resources

Best work

Quality

Good
service



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?