



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?

We need a video for our new webside

Id dont watch video online, so nether do my customers

We are too busy to do videos

We dont have the badget for video marketing

video marketing is all about advestising

video take too much time



Persona’s name  
S.Anusuya, Pavithra,  
Hamalatha,  
Dhanasegaran

Goes to networking events

Attends PO/ education webinars

steaks to best photo social posts & sharing articals

Less he could be left behind

nervous about being an camera

too busy to focus an growth



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?