



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
Short summary of the persona

Building consultant.

Financial contribution.

Buliding design and construction.

There will be a garden full of flowers in the front.

The house will have big rooms.

The window will be very big.

Dream house is comfort.

Separate guest space

Better building consultancy.

Customer satisfaction

Low budget friendly

My dream house would have a trampoline room,a pool,a small waterfall and a big garden.



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?