

taking health insurance

do body check up in every month Boold donation

Persona's name

Short summary of the persona

based on health.

helps for poor people

camp for villages

gave your body parts to others when you died

make a customer feel good

allows us to zoom in even futher to that customer segment at a persona or personal leave

customer satisfication

make sure the customer comfatibility

don with a customer feel



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



