



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



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?

Universal
market
insights
analysis

What is it's
work and
doings?

Is universal
market also
like normal
local marker

What is
universal
marketing?

Is the
consumers of
universal
market are
satisfier or not

Is people have
any fear or
doubt about
universal
market?

What are the
needs of
universal
market
consumers?

What we
have to do for
satisfy our
consumer

Net search
about
universal
market

Do work to
make
consumer
satisfied

Taking notes
about the
dissatisfaction
of universal
market

Making list of
fear about
the universal
market

Is now
universal
market doing
good or not?

Is it's trust
worthy or
not?

Is there any
problem in
universal
market?

Is there's
any fraud in
universal
market