



Says

What have we heard them say?
What can we imagine them saying?

interior design
works, show
rooms design,

office
furniture
design, house
interior
design

rooms
office
e design,

works,

distance
learning
center,
coaching
class,

coaching
class,distance
learning
center,

Does

Persona's name

Short summary of
the persona



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

like clinic and
pharmacy it offers
walk-in services and
accepts new
patients, family
medicine,

minor
procedures,
vaccinated

Food and
Beverage
Manufacturing,
Catering,

Food and
Beverage
Manufacturing,
Private Parties,

Private
Parties, and
Cooking
Classes,

Corporate
Parties,
Private
Parties,

Feels

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



[See an example](#)

