



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?



Feels

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



Does

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



A. Sneka
K. Theertha
T. Vanitha
Short summary of the persona

Neat display of goods is quite attractive

Price are comparatively lower.

It operates on self service basis

Customer can esally find the product?

Is it safety and security for our transaction?

If we need bulk of product for sale is it available?

Light setting is very attractive.

Very easy to find the product.

Perfect alignment.

Maintain accurate records

Manage their financial process

Refine design per budget.