



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?

INVESTMENT

STYLE AND  
DESIGN

MULTIPLE  
TRADERS  
AURA  
INTERIORS

ARCHITECTURE  
AND  
PLANNING

TECHNOLOGY  
PACKAGE AND  
CABIN AND  
INTERIORS

SAFETY AND  
SECURITY AND  
ENGINE  
TRANSMISSION



Persona’s name

Short summary of  
the persona

MATERIAL  
AND  
EMPLOYERS

ARCHITECT  
AND AANTAL  
(CM)

CUSTOMER  
SATISFACTION

CONTRAST  
DESIGN  
AND WOOD  
ROOMS

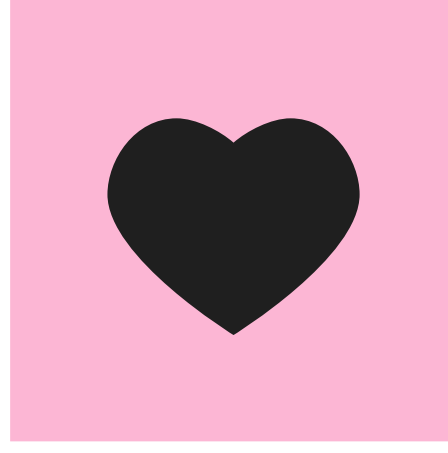
LOW MILEAGE  
PICKUP ATM  
MODE  
,LOOKS,STYLES

FAST USB  
CHARGES  
(TYPE C)  
FRONT AND  
TEAR



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?