

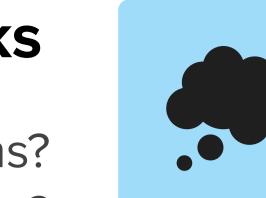
Says

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

FINDING
AFFORDABLE
THINGS TO
DO

ARRANGING
ROOMS FOR
PASSANGER

Thinks



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

REGULAR OFFICE VACOTIONAL OFFICE

FOCUS ON STRENGTHS



Persona's name

Short summary of the persona

HAVING
WELL
EQIPISED
VECHILE

PROPER
MAINTANANCE
OF VECHILE

PASSANGER SATISFACTION

MAINTAIN
GOOD
TRAVE'L
TRACK

FORMEL
DRIVING FOR
PASSANGER
SATISFACTION

ACTRACTING
OF
PASSANGER

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



See an example

Feels

