



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?

Avoids unexpected expenses, can get better plan for budget

Fixed expenses are regular and don't change much things like rent and insurance

If i open a home office, that my expenses are considerably lower

This also include in various utilities such as electricity,water,garbage any janitorial services required



Persona's name  
Short summary of the persona

Estimation of our business can help to people for less expenses with more benefits

This can make our life enhance with low expense

If the business is open to the public,add in the cost of signage,shelves,cashregisters and payment systems

ommunication process between the people is very poor so, the expenses got increased

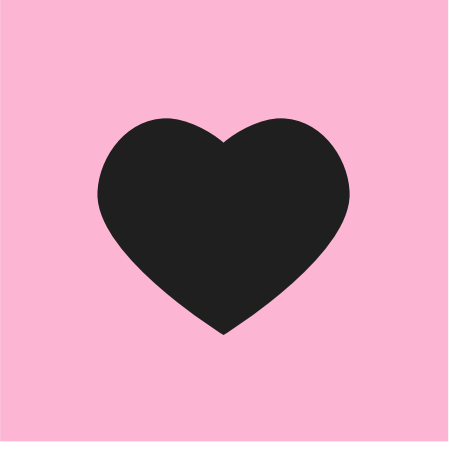
Now-a-days we have adopted a various business strategies and also the well developed transport system

We can easily transport our materials in heavy vehicles



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?