

## Says

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

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



**Thinks** 

what is the most useful feature in this wholesale business

They need a offering products

What is the least useful feature of this product

What is the unique value proposition

They need a quality product

Customers needs is essential for delivering excellent customer service



## Persona's name

Short summary of the persona

The customers needs motivate your purchases and loyality

Customer behavior to understand their target audience and create more enticing products and service offrer

Analyze online activity on your business website to learn what customers are looking for

Whether the price is fits their budget

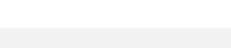
Based on the negative review of the product it creates a fear to the customer

Customer fears are one of the biggest hindrances that come in the way of good conversion



## Does

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



**Feels** 

What are their fears, frustrations, and anxieties?

