

Says

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



DO YOU
HAVE SOME
SAFETY
DEPOSIT???

DO YOU
NEED ANY
HELP???

HOW DO
YOU
HANDLE???

make the
business
famous
through the
advertisement

develop the
online
business

spent the
money wisely
for
improvement



Does

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



Thinks

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



Increase the
profits

for expand
the business

why you
don't own
the inventory

it helps from
the difficult
situation



JHON

Short summary of
the persona



RELAXATION

HAPPINESS
FOR THE
SUCCESSFUL

FEAR OF
LOSS

Feels

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



 See an example