



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?

Are you charging fair price?

Does your packaging meet our needs?

The price of the product changed regarding the current level of that product in the market.

Customer communication are effective including e-mails,phone calls,chat lines and social media.

Which communication methods work best for us?

How can you improve your services?

Improve product quality and security,charging fair price.

Safety packaging,correct durability,ease of opening.



Persona’s name  
Short summary of the persona

Verifying customer details.

Analysing customer needs and wants.

Expecting good quality products.

Proper response from the dealers.

Get feedback and rating from customers.

Time management.

Good communication with the dealers.



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?