



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?

Customer
Persona

What They
Do

What They
Hear

What They
See

preparation &
maintainance of ZOHO
books form keerthi
sweets

Vetri selvan
anadh B
diwakaran
T.R Yuvaraj

What They
Hear

Pain
Points

Gains

Feelings
and
Emotions



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?