



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?



Feels

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



Does

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



Persona's name

Short summary of
the persona

Texture with
more
comfort

Suitability to
clients
Desire

Adequate
storage
space

It is much
cost efficient

Minimalist
furniture &
Designs

Environmentally
friendly

Best design
work

Creativity
designing

advanced
features

universally
available
service

Customization
according to
performance
of client

Cozy look

central
theme for all

comfortable
design work

Style
according to
the place
theme

Balance
between
designs