



Says

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

- The company give the contract to build the house
- The company can handle project expenses manage subcontractor and payment
- The Zoho books provides them with financial insights to make informal decision
- They can generate estimate and invoice clients track job costing.



Thinks

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

- Our utility billing services department is designed and tailored specifically to your requirement
- People are want strong hope .so we give hope
- We focus on commercial mechanical, electrical and plumbing
- We provide superior response time and exceptional quality.



Persona’s name  
Short summary of the persona

- The company will provide all materials
- The company will provide less expense cost to build the house.
- The company will workers
- The company provide basic facilities

- I feel we hope to give good building.
- Give a quality product to our customer
- We provide high quantity product
- We provide strong building.



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?