



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?

- 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.

- 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?