



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?

FROM WHICH
SUB-
CONTRACTORS
WE PURCHASED
THE HOUSE

PURCHASED
NEW
CONSTRUCTION
HOUSE FROM
NEW SUB
CONTRACTORS

HOW WE CREATE
SUB-CONTRACTORS
DETAILSAND
PREAPARE VENDOR
INVOICE AND
MAINTAINING PROJECT
EXPENSES

HOW WILL PRAPARE
SALE INVOICVE FOR
CLIENTS AND A
GENERATION OF
RELATED TO
FINANCE
MOBILISATION

PREAPARTION
OFESTIMATION /
QUOTEFOR
CLIENTS AND
SELLING THE NEW
CONSTRUCTION
HOUSE

ANALYSIS OF JOB-
COSTING FOR A
PARTICULATION
PROJECT(NEWLY
CONSTRUCTION
HOUSE)

DREAM HOME REALITY

Short summary of
the persona

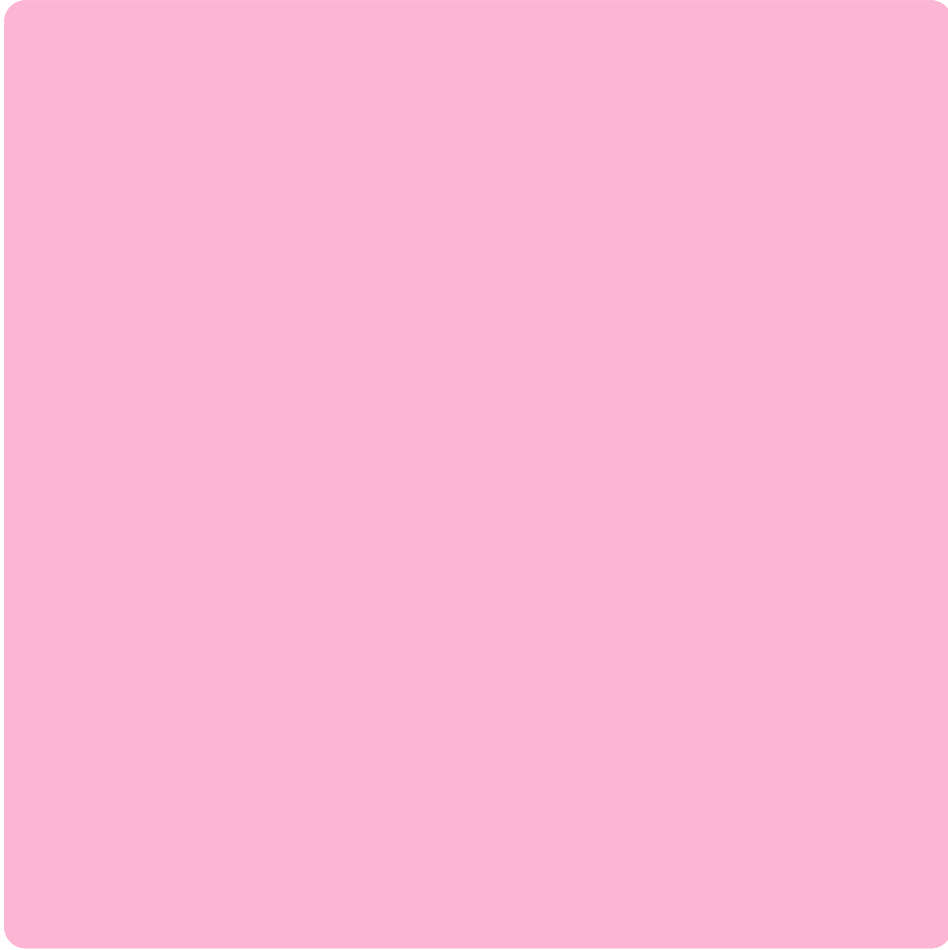
ENTRY OF SALE
INVOICE AND
RECIEVE PAYEMENT
ASPER THE TERMS
PREPARATION OF
PROJECT WISE
REPORT

ENTRY OF PURCHASE
INVOICE FOR EACH
HOUSE PURCHASED
AND MAKE PAYEMENT
ENTRY AS PER THE
CREDIT TERMS OR
CASH AND CARRIE
BASIS

PREAPARTION
OF PURCHASE
INVOICE IS
VERY
RELIABLE

ENTRY OF
REGISTRATION
AND LEGAL
FORMALITIES
EXPENSES

ENTRY OF
EXPENSES AND
MAINTAINING
THE RECORDS IS
VERY USEFUL IN
ZOHO BOOKS



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?