



Says

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

Fresh
Vegetables

Display
number of
items

Prices are
comparatively
lower



Thinks

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

Customer
can easily
find the
product?

It is safety
and security
for our
transaction?

If we need
bulk of product
for sale is it
available?



Persona’s name

R.Rishika,
S.Sarika,M.Sathya
Priya,K.Sharmila

Maintain
accurate
records

Manage
their
financial
process

Refine
design per
budget

Spicy
foods

Very easy
find the
product

Perfect
alignment



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?