



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

1. Sells the good of things.

2. Marketing makes easier.

3. Protable to all Byers and Sellers.

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

1. Quality Products.

2. Customer required specification.

3. Anyone that could buy your product showing some commercial intent.



**Thinks**

Short summary of the persona



1. Co-ordinating Customer, Producers, Marketers.

2. Educating for global business.

3. A thorough investigation of Low customers engage with your company.

3. Experimenting and learning from different markets.

2. Way to make good society.

1. Trusted Quality products.



**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?