



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?



Persona's name
Short summary of the persona

prices of goods sold in cheap

to increase the variety of products

product sold in markets should be good quality

upgrade

remove useless product

improve the commercial markets



New launches

identify the deficit

reduce unwanted product

through this i got to know the bussiness market well

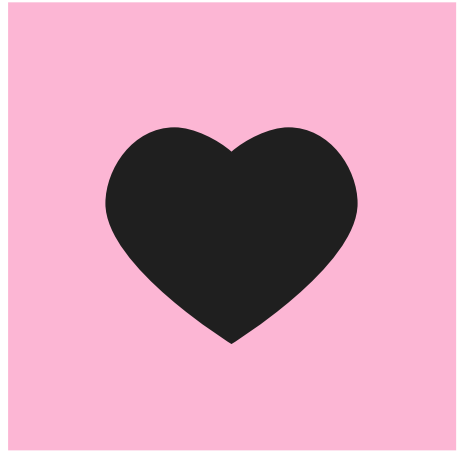
intersted

knowledge gaining



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?