



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?

Creates innovative & initiative

Do things bit differently & modernly

Think differently

To think about how to marketing the products

Give right soulution to all problems

Maximum use of potential to progress

Thinking about new ideas & plans

Think a efficient way to increase sales



Persona's name
Short summary of the persona

Training to employees

Improve cutomer sevice

Pomote the product & service of the company

customer feels to purchase more product

Satisfy the customer wants & desires

Made changes based on customer expectation

cutomer statisfy of the product's quality and price

Cutomer feels very happy about product & services



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?