

Says

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

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



Thinks

To spend more money for a worthless product

Their need is to want a luxuries life.

Quantity is a reason to buy and Quality is a reason to use.

Offer is a magic to sell a product to the customers.

They want a rich product by their affordable money.

Hopes to sell a good product;
Dreams to live a good life.



Persona's name

Short summary of the persona

Enjoy the product which they bought.

To improve more advertisement about the product and in the market.

We hope that we sell a useful product to fulfill need in their life.

They fear more about their buying quality of the product.

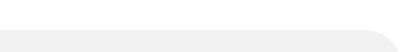
Lack of product in a market leads to the customer frustation.

Avoiding the product by getting the bad feedback from other customers.



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

