



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

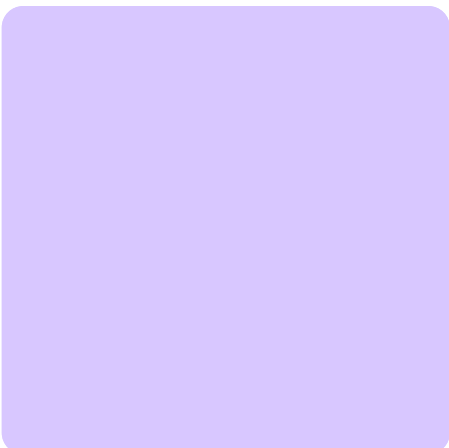
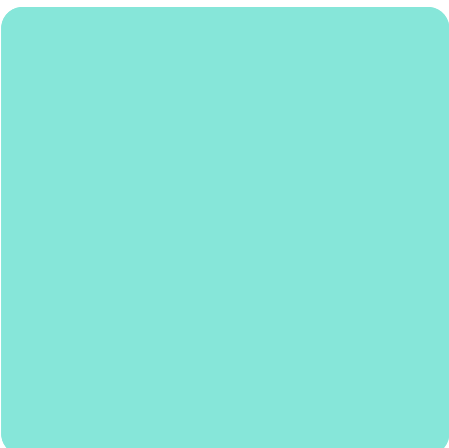
Short summary of
the persona

My fashion
is one of
the best
institute

It is world
level
fashion
designers

It is most
important
south indian
western trend

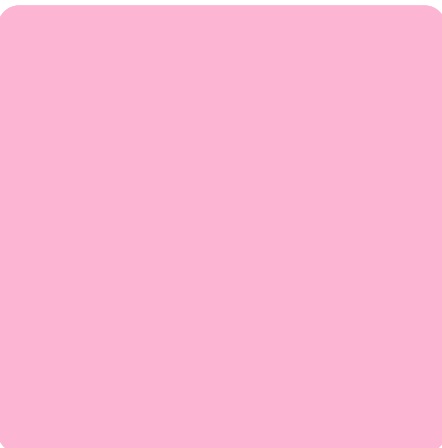
My passion
is fashion
and
lifestyle



I am the
extend a
fashion in
world level

Try to best
in fashion
world

It feels
enjoyable
life and earn
income

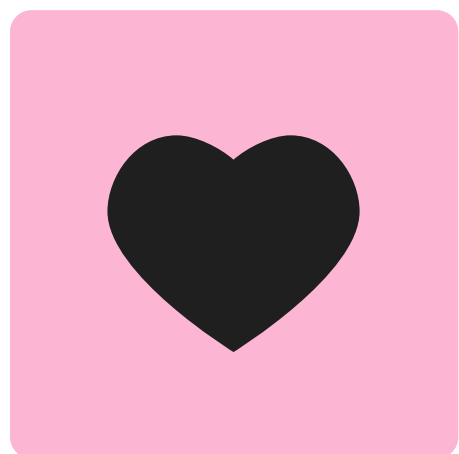


It helps to
poor
people



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?