



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?

It promotes
healthier
communities

Think
strategic
ideas

Investment
in suitable
period

Determine
base
expenses

Facilities
upgrades

Finanicial
projection



Short summary of
the persona

Review
and
update

Sensitive
analysis
about
production

Products and
services in
suitable
period

Good for
environment

Scenerio
planning

New
machinery
tools and
equipments



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?