

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 creates unique style

IT CREATES
MODERN
LOOK..

It is budget friendly

How much time it would taken to complete?

What are the cost incurred in it?

where did we bought materials?



Persona's name

Short summary of the persona

Thought about that area is suit for their building

Think on their standard of living

Focus on their opinion

If it done perfectly without any fault

If it suits or not

If it look
like what
they plan.

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?

