



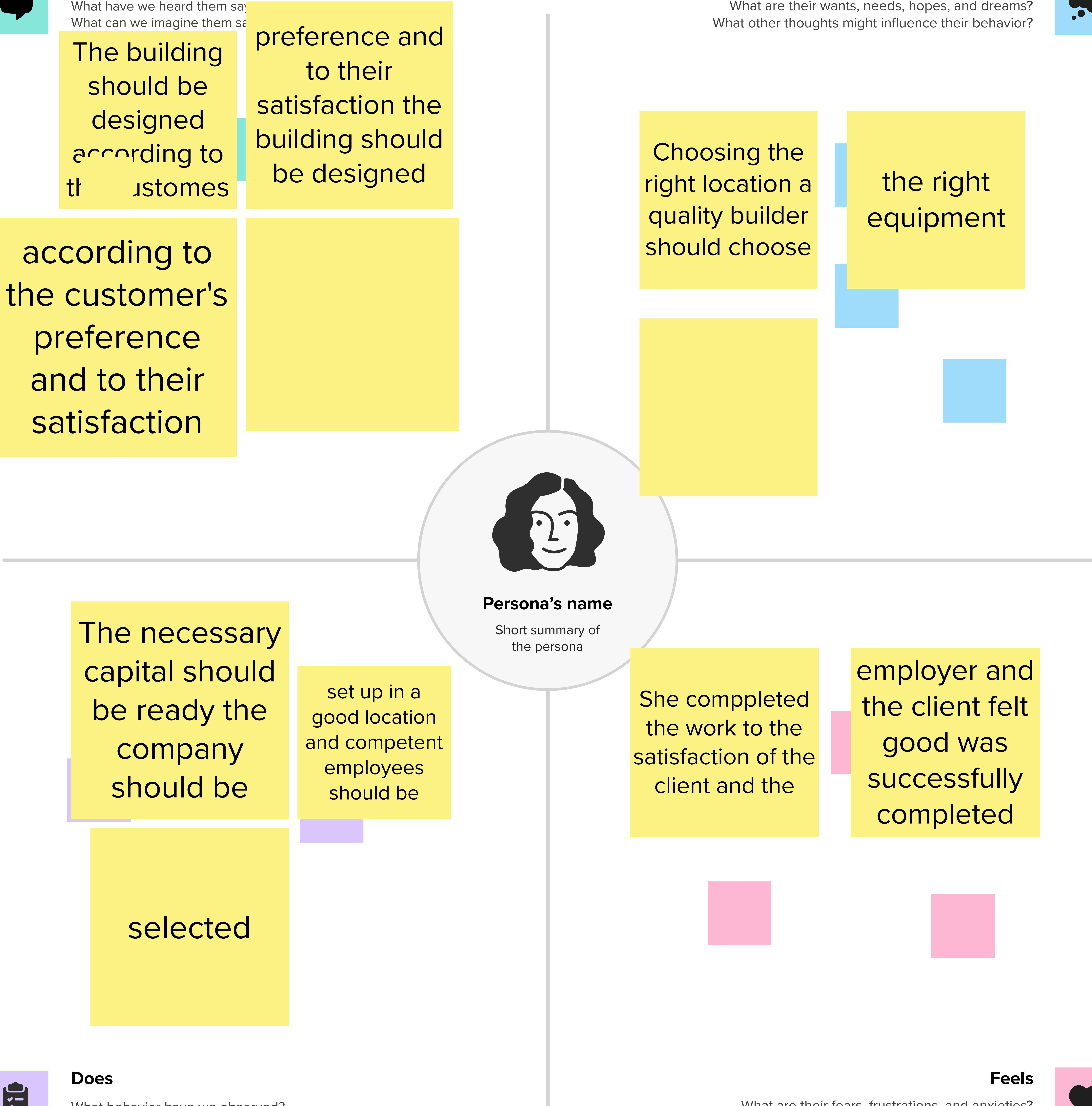
Says

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?



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Persona's name

Short summary of the persona

according to the customer's preference and to their satisfaction

The building should be designed according to the customer's preference and to their satisfaction

preference and to their satisfaction the building should be designed

Choosing the right location a quality builder should choose

the right equipment

The necessary capital should be ready the company should be

set up in a good location and competent employees should be

selected

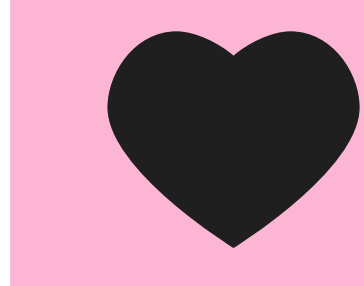
She completed the work to the satisfaction of the client and the

employer and the client felt good was successfully completed



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?