



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

i say the
branded
product

i say the
comfortable
price

*i say the
good
quality*

which
showroom
is
purchases

what is a
price of this
product

which place
is suitable
for this
product

this product
is using in
normaly

it's using
this product
not a hardly

this product
is i am
expected to
work

it's very
advanceable
product of
market

it's product is
very comfort
budget price

it's very
comfortable
for using



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?