



### Says

What have we heard them say?  
What can we imagine them saying?

Neat display of goods is quite attractive.

Price are comparatively lower.

It operates on self service basis.

Maintain accurate records.

Manage their financial process.

Refine design per budget.



### Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name

Short summary of the persona

[See an example](#)

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Customer can easily find the product?

Is it safety and security for our transaction?

If we need bulk of product for sale is it available?

Light setting is very attractive.

Very easy to find the product.

Perfect alignment.

### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

