



Says

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

Presence in  
online can  
be  
improved.

Being in  
current  
trend.

Giving more  
reference.



Thinks

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

The people of  
dream homing  
who commuicate  
with customers  
are very  
comfortable.



Time  
consumption  
is reasonable.

As per the  
requirement,the  
demands are  
fulfilled.



Persona's name  
Short summary of  
the persona

Engaging  
with users  
on social  
media.

Work based  
on their own  
badget.

All the works  
are done with  
cleanliness  
and  
craftsmanship.

Commounication  
and caring is done  
on the building.

Work based  
on their  
own  
badget.

All the works  
are done with  
cleanliness  
and  
craftsmanship.



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?