



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?

Is this company cost effective?

Is this company reach to all?

How much time take to complete the task

If any loss arise ,howmuch time it takes to overcome

Is this give better quality?

Is this creates opportunity for employment

May it become famous

Is company@s brand satisfies the needs of people



Persona's name

Short summary of the persona

Budgedry control and compares cost

Serch for better way

Worried about the result

Provides individual satisfaction

Analyze about the brand as well as satisfaction

heck the brands value

Irritaion arraise with the actions

ard to complete



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?