



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?

what do they hear?

what is important to the customer?

what des the customer say?

what they think about price?

what does the sellwe say?

what are His/Her hopes,dreams,fear?



estimation

estimation of business expenses

Short summary of the persona

what does the customer do?

what does He/She achieve?

what does the customer see?
Advertising,Friends,Family.

how they get their profit?

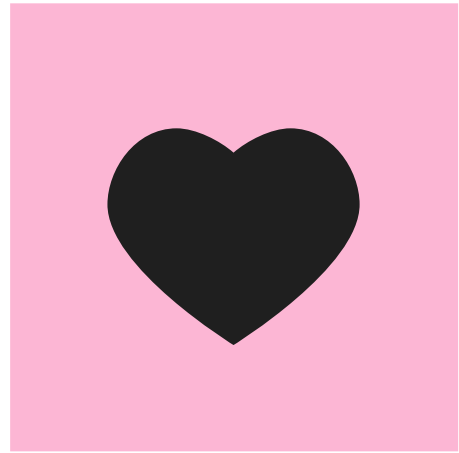
what the market offers?

what obstacles or challenges does the customer have?



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?