



Says

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

Every customer wishes to feel like a valued customer

Updating the products to respective trends .

stay organised and track your progress



Thinks

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

patience is important while marketing

products should be cheap and best

promotions and offers can influence the consumers



Persona's name

Short summary of the persona

poor quality and cost are the major fear of consumer

production is in rural areas and consumption is in urban areas

feedback make the customer satisfy with the product

people are mostly like to search needs in E-com platforms

negative feedback can influence the consumer

Making wrong choice in buying the product



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?