

## 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?

market

reserch

choosing

lease buy

from a

option



getting the required capital

legal formalities the location business

deciding of the



## Persona's name

Short summary of the persona

provide regular offers to your customers online or offline its very evident that sweet shop is very profitable business

this helps to drive more to customers to sweet shops or make people realize such shop locality

you can add improvements in areas where your competitors are lagging

additionally location also impacts the variety of sweets

a new business is always the testing phase to owner, business faces profits and losses depinding on business performance

providing

additional

services

## 

## 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?

