



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?

Budget friendly

Best materials

Township Atmosphere

Good Location

Unique Features

Time consuming

Customer Attraction

Workers and labourers



Persona's name
Short summary of the persona

Customer Satisfaction

Deals with foreign company

Quality products

Unique Construction

Long Lasting

Budget friendly home loans

Budget Friendly

Delight Customers



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?