



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?

explore
something
differently

satisfying
customer
needs

think of how
to eat
healthy and
fresh

thinks about
customers
compliments

maintain
dealing with
big orders

sell at
reasonable
price

combine
continental
style

maintain
healthy
relationship



Persona's name
Short summary of
the persona

making true
advertisement

compare
price with
others

worried about
the quality of
food /
product

should not let
the stress to
the customer

often inspect
about
hygienic

more
concern
about taste

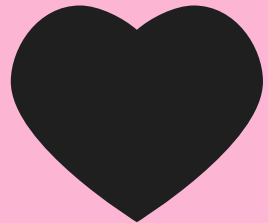
thoughtful
and concern

worried
about safe
delivery



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?

[See an example](#)