



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



LOGO
P. THENNARSU
S.RANJITH KUMAR
M.SATHIYASEELAN
M.RAMUPANDI
K.RAMKUMAR

*Logo is symbol

It grabs attention

the strong
impreession

The braud
identity

Memorable
one

The less
competition

Broud
coyalty

Persona’s name

Andience
expect

emotional
connection

High
expections

negative
assocition

United
flexibility