



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?

we compare
that the
imagination is
relatable to the
real product

we imagine that
the product was
good when we
heard about the
product from
them

we liked the
policies
which was
said by them

i belive that
the product
was good and
appreciatable

when i
became a
customer i
need a quality
product

sometimes
othe product
offers must
change
peoples mind



Persona's name

Short summary of
the persona

we observes
that they
treated us in
a good
manner

they do
something
which was
attracted by
others

major fear for
them might
be language
barriers

sometimes a
kind behaviour
attracts the
customers
satisfaction

if the product
doesn't arrive
on time it leads
to frustation
and angry

by facing
other's bad
comments



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?