



Says

What have we heard them say?  
What can we imagine them saying?

Furniture  
fittings  
&equipment

Barcounter  
design are  
worth

Restaurant  
sofa design



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

There is  
genuine  
preference  
and affinities

it is quality of  
material

There style  
is vicorian



Persona's name

Short summary of  
the persona

It is only  
affortable  
price

It is very  
exclusive

It make a  
customized  
good

They model  
is about mid-  
century  
modern

It is an  
bhomian and  
shabby chic

scandinavian



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?