



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?

Outdoor Kitchen,
Peaceful place,
Water views,
Swimming pool,

Separate guest space, Floor Selection, Lush Landscaping, Car parking,

Prayer room
Secret room,
Interior Design software

Customer needs and wants.Idea discussion with the customers.

Budget friendly,
Trust worthy contractor.

Consides Investment,Strong and good constructions.



Persona’s name
Short summary of the persona

Fulfills his functional needs and accomodate his family,Material its owners dream.

See the past flaws

Approved house plan,fund style.

Ask around a contractor,Built Architect.

Plan for future

Stay on budget, Satisfy customer.



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?