



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?

what do you think?

How do I buy this product?

The ads on the page are distracting

Anything missed

I was some think different

How much dose this cost?

Cheap or Expensive?

What is the best product?



CUSTOMER

Short summary of the persona

Check the websites

More Research

This was a great purchase

Satisfaction

Compare product

Make small decision

Low cost

Time saving



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?