



Says

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

I want
something
valuable

I was
expecting
something
different

I need
something
fast

Thinks

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



This process
take way too
long

the ads on
the page are
distracting

There's not
enough info
on the
website



Persona's name

Short summary of
the persona

Refreshes
page
Several times

The user opened
up a new
window to look
for additional
information

Searches for
back button
frequently

Pages load
too slowly

Overwhelmed
... too many
decision to
make

I wonder if
this is
indicative of
the quality of
the product

The image shows a sequence of six slides from a presentation titled "Business & the Profitability".

- Slide 1:** Introduction to the business model. It lists key components: Business Model, Business Plan, Business Strategy, Business Model Canvas, and Business Model Innovation.
- Slide 2:** Focuses on the Business Model Canvas. It shows a diagram of the canvas with sections for Customer Segments, Channels, Customer Relationships, Revenue Streams, Cost Channels, and Cost Structure.
- Slide 3:** Discusses the Business Plan. It includes a diagram showing the flow from Business Model to Business Plan to Business Strategy.
- Slide 4:** Focuses on the Business Strategy. It includes a diagram showing the flow from Business Model to Business Strategy to Business Plan.
- Slide 5:** Discusses the Business Model Innovation. It includes a diagram showing the flow from Business Model to Business Model Innovation to Business Plan.
- Slide 6:** Focuses on the Business Model Innovation. It includes a diagram showing the flow from Business Model to Business Model Innovation to Business Plan.