



Says

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

what size
is best?

where
should I
start?

I want
something
reliable



Thinks

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

I want
something
awesome

too many
acronyms

what is best
for me?



Persona's name
Short summary of
the persona



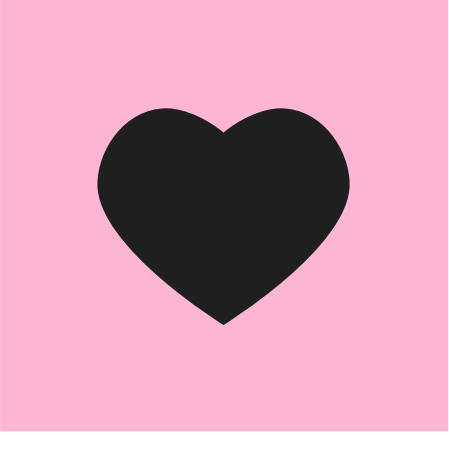
Does

What behavior have we observed?
What can we imagine them doing?

more
research

makes small
decision

observes in
store



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

overwhelmed

excited

anxious