



Says

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

Standard  
quality of  
products

Guarantee  
granted

Buy  
less,choose  
well

Compare  
with other  
products

Give  
superior  
services

More  
research



Does

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



Persona's name  
Fashion heaven

[See an example](#)

Thinks

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

Anything  
missed?

I need more  
time

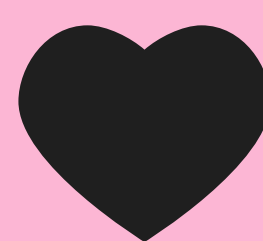
How to  
retain  
customer?

Focused on  
goals

Gathering  
information  
and review

Confident

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



Feels