



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?

"We need to increase our market share."

How can we make our marketing strategies more effective?

"I'm curious about what our customers are really spending on."

"I wish I had more data to base my decisions on."

What trends are emerging in consumer spending?

I need to prove the ROI of our marketing efforts.



Persona's name

Short summary of the persona

Improved profitability through informed decisions.

A competitive edge in the e-commerce market.

Frustration: "I feel like I'm making decisions in the dark."

Confidence in the business's growth potential.

Curiosity: "I'm eager to uncover hidden opportunities."

Pressure: "The competition is fierce; we can't afford to fall behind."



Gains

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?