



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?

What brand do you like?

What size is best?

Why it is so hard?

What is best for me ?

I want something awesome.



BUYING A TV

Short summary of the persona

Checks the web site.

More research.

Asks friends

Overwhelmed

Excited

Anxious



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?