

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?



customer was expecting something different

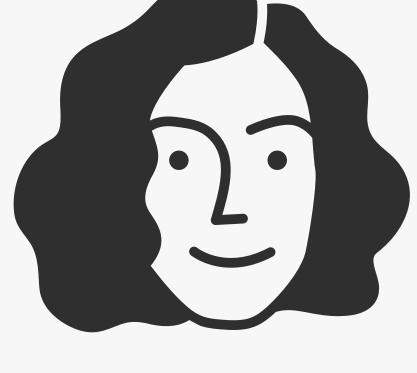
Determine best size as per

Product
Usability is
Hard

Analyzing
Time
Wastage

Customer requires something reliable

Features
Missing



Persona's name

Short summary of the persona

customer observations

Conduct Research

Excited

Anxious

Enquire with Friends

Inadequate

Feels

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



Does

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



