

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?

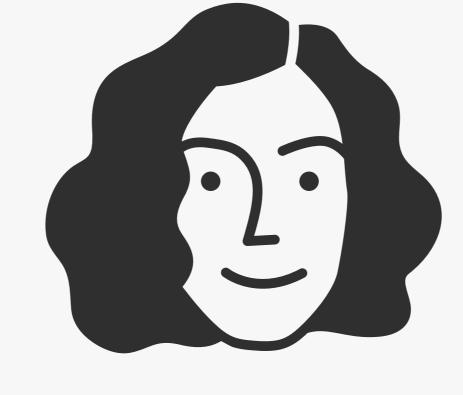
How should I analysing spending behaviour

How should I identifying opportunities for growth

Ask our customers

Analuze the potential for profit

Assess market fit



Businessman

Short summary of the persona

Avoids calling anyone on the phone

Uses the chat function to self-serve

Fear

Can't get any answers on the site

Frustratedmy needs are being ignored

Does

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



Ignores

emails

marketing

See an example

Feels

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

