



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

Ask our  
customers

How should I  
identifying  
opportunities  
for growth

Analuze the  
potential for  
profit

Assess  
market fit



Businessman

Short summary of  
the persona

Avoids  
calling  
anyone on  
the phone

Fear

Uses the  
chat function  
to self-serve

Ignores  
marketing  
emails

Can't get any  
answers on  
the site

Frustrated-  
my needs  
are being  
ignored



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?