



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 to cut down the expenses

What really reduces expenses

Whice products are welcomed in the market

Atractive apperances of products

Major preoccupations

Worries & aspirations



Persona's name  
Short summary of the persona

Feels anxious and worried

What are the market offers

Environmental friends

What influencers says

Needs to get info and place an order quickly

Frustrated with having to find another vendor



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?