



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?

"Our current solution is too expensive for what we get."

"I am frustrated with the lack of customer support options."

"I am looking for a product that can integrate seamlessly with my exiting tools."

"Is there a more cost-effective alternative out there?"

"I wonder if other companies face the same support issues."

"Integration problems might slow down our workflow."



Persona's name

Short summary of the persona

Searches online for simillar products with better pricing.

Posts on industry forums asking for recommendations on reliable solutions.

Attempts to integrate various tools to find a workable solution.

Concern about receiving timely support when encountering problems.

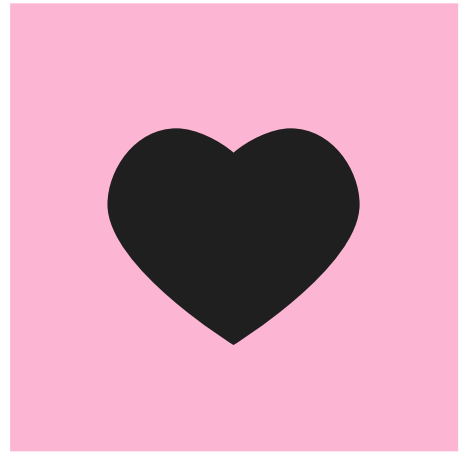
Frustration due to high costs and lack of perceived value.

Anxious about the potential disruptions caused by integration challenges.



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?