



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?

Identification

Promotion
of the
company

Mirror of
their
business

Aspects of
the
business

Quality of
the brand
they deal

Trustworthiness
of the business



Persona's name
Short summary of
the persona

Promptness

Competition

Honesty

Quick
delivery

Loan run
their
business

Technological
updates



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?

 [See an example](#)