



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?

I was
expecting
something
different

What do
you think?

Where
should I
start?

Attractive

Affordable
price

Quality
products



Persona's name
Short summary of
the persona

More
research

Make
budgets

Make good
decision

Satisfaction

Needs
measure of
success
goals

Excited



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?