



Says

What have we heard them say?
What can we imagine them saying?

Special
deal.

Luxury
Products.

Spacious
Interiors.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Better
alternative.

Best Price.

Compare to
Similar
Products.

divya's
team

Persona's name
Short summary of
the persona

Purchase
Product.

Compare
Prices.

Connecting
Inclusive.

Excited.

Overwhelmed.

Focused.



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?