



Says

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

I need a website for my business, but I don't know how to code and I don't want to hire a web developer

I want a website that will help me attract new customers and grow my business

I want a website that is easy to create and manage

I want a website that looks professional and engaging



Thinks

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

Is it possible to create a website without any coding experience?

Will my website be able to compete with other businesses in my industry?"

Will a website builder like Canva give me the results I need?

How much time and effort will it take to create a website with Canva?



Persona's name
Short summary of the persona

Searches online for information on how to create a website without coding experience

Tries out different website builders to see which one is the easiest to use

Reads reviews of different website builders

Looks for templates that they can use to create a website for their business

Frustrated if they can't find a way to create a website without any coding experience

Concerned about the cost of hiring a web developer.

Overwhelmed by the complexity of traditional web development

Excited about the possibility of creating a professional-looking website on their own.



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?