



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?

these
clothes were
super cheap

i am super
excited

may this
store satisfy
my needs

i want top
brands

i want
something
awesome

what is best
for me



Persona's name
Short summary of
the persona

over
whelmed

checks their
wide range
of
collections

ask for more
brands and
collections

trial the
clothes
which were
fit for me

super comfy

glad when
knowing they
support a
good brand



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?