



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?

Note the specific words,pharases uesed to express thoughts

Understand your thinking such as goals and disire and pain

Note the words uses to expess their thoughts in products

Messages to your persona uses opinion regarding bands.

Understand what your persona is thinking .

Analysis the thinking capasity of points related to your brand



women

Describe the actions and behaviours

Destriebe the actions from throughtout their journey with bands.

Consider the emotions of your persona exxpriences.

Consider the emotions by thoughts and opinions

Consider the emotions of your band such as satisfaction.

From inital interest to engagement,purchase



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?