



Says

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

I was
expecting
something
different.

What brand
do you like ?

I want
something
rellable



Thinks

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

Maybe this
isn't the best

Wasting too
much time?

Do they
think I'
m stupid ?



educonnect learning
centre

Short summary of
the persona

Postpones
big
decisions

Compares
products

Makes smll
decisions

Usure who
to trust

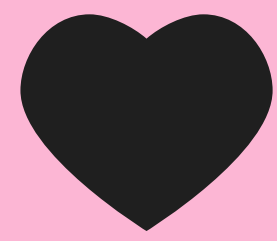
Inade-
quade

Over
whelmed



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?

[See an example](#)