



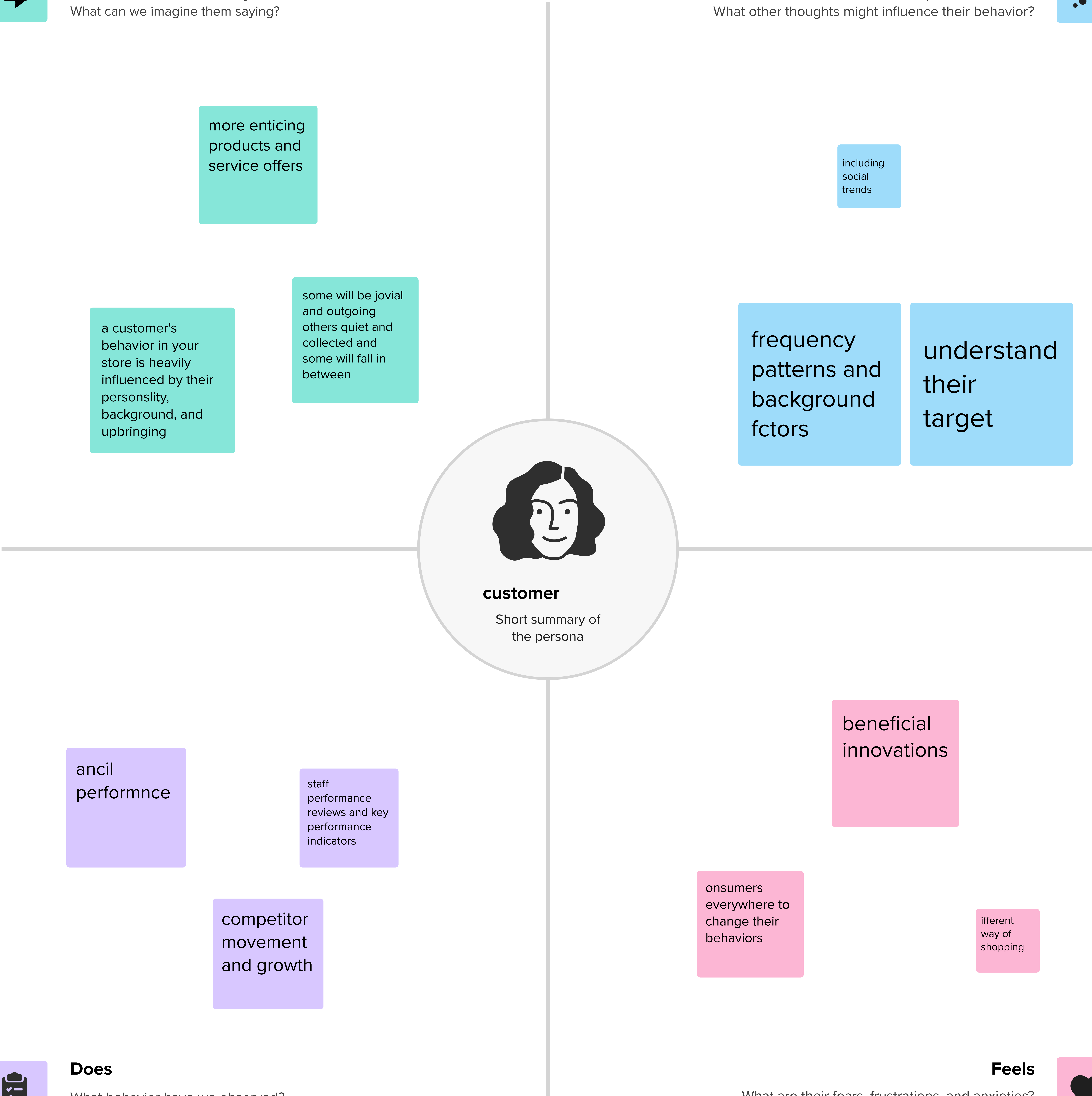
Says

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?



more enticing  
products and  
service offers

including  
social  
trends

a customer's  
behavior in your  
store is heavily  
influenced by their  
personslity,  
background, and  
upbringing

some will be jovial  
and outgoing  
others quiet and  
collected and  
some will fall in  
between

frequency  
patterns and  
background  
fctors

understand  
their  
target



**customer**  
Short summary of  
the persona

ancil  
performnce

staff  
performance  
reviews and key  
performance  
indicators

beneficial  
innovations

onsumers  
everywhere to  
change their  
behaviors

ifferent  
way of  
shopping

competitor  
movement  
and growth



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?