



Says

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

language
technology
economics

Behavior
typical day
positive and
negative

Attitude
effort

Thinks

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



In today's
competitive
business
landscape

Gaining deep
market insight is
essential for
business to
thrive and grow

Economic
market is first
hand collection
of business
opportunities



Persona's name
Short summary of
the persona

analyze
successes
and
failures

optimize
your
marketing
efforts

identifies and
quantifies the
customers that
you will be
targeting for sales

market
insights
analyzing
excited

Investments
begin to
provesuccessful

market
uncover areas
for further
research



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](#)