

Says

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

> language technology economics

Behavior typical day positive and negative

Attitude

effort

Persona's name

Short summary of the persona

market insights analyzing excited

analyze successes and failures

optimize your marketing efforts

identifies and quantifies the customers that you will be targeting for sales Investments begin to provesuccessful

market uncover areas for further research

Thinks

Economic

market is first

of business

opportunities

hand collection

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

In today's

business

Gaining deep

essential for

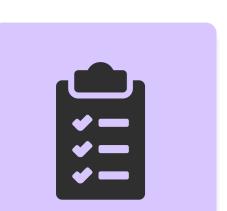
business to

market insight is

thirve and grow

landscape

competitive



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



