



**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](#)