

Says

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

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



Expecting something diffrent

Why should i use the product

What other thoughts might influence their behavior?

Special deal

Cost

Is this really worth it

It's really suits me

Check Website

Festival

FASHION HAVEN

Short summary of the persona

Compare product's & prices

satisfied / not satisfied

Trend, Excited

Confused

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?



