



Says

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

What do you think?

Where should I start?

I was expecting something different?



Thinks

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

Quality products

Attractive

Affordable price



Persona’s name

Short summary of the persona

Make budgets

Make good decisions

More research

Excited

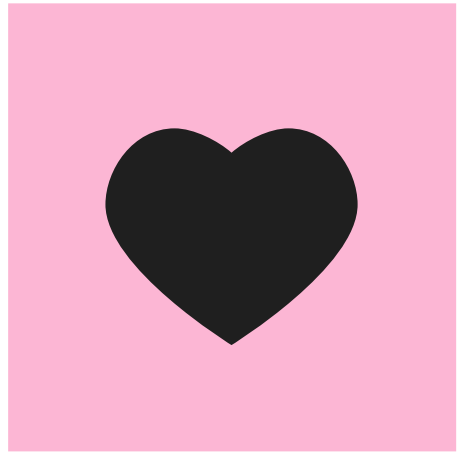
Wants/needs measures of success goals

Satisfaction



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