



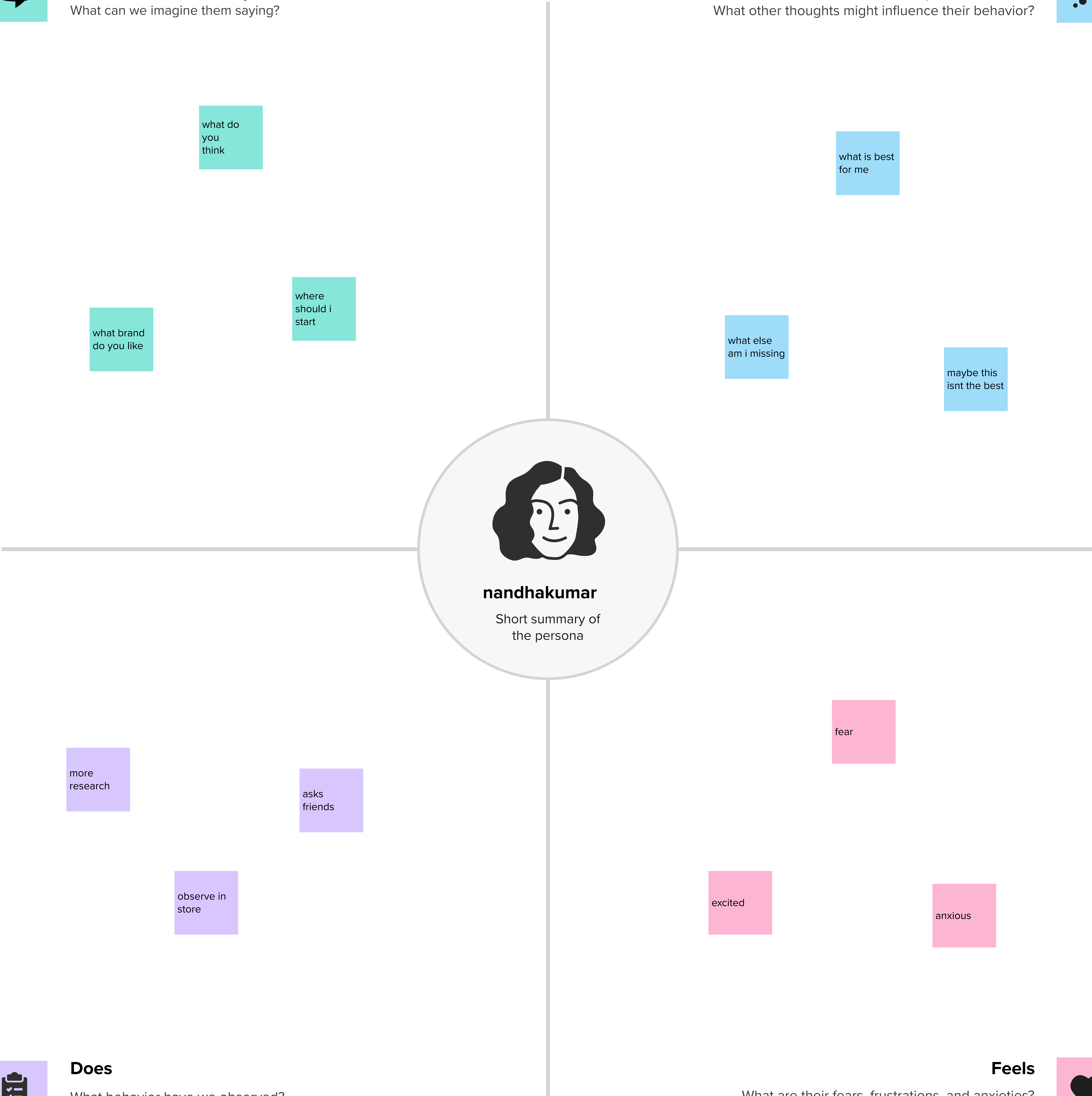
Says

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



Thinks

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



what do
you
think

what is best
for me

what brand
do you like

where
should i
start

what else
am i missing

maybe this
isnt the best



nandhakumar

Short summary of
the persona

fear

more
research

asks
friends

excited

observe in
store

anxious



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?