



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?

Is this useful?

Is this brand trustworthy?

Prediction of consumer demand.

Identification of market complexity.

I'll think about it.

How can it help for me?

Facilitates up-to-date economic information or conditions.

Facilitates marketing planning activities.



Persona's name

Short summary of the persona

Feeling scared or anxious about the brand proucts.

Gets satisfied.

Gathering information about the products.

Is this product necessary for us?

Buy products or services at affordable price.

Trust this brand products.



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](#)