



Says

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

I was expecting something different

What do you think?

Where should I start?

I want something reliable

What size is best?

Thinks

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



What else am I missing ?

What is best for me?

Why is this so hard?

I want something awesome

Too many acronyms



Persona's name

SHANTHI.R
UMARANI.
SATHIYAMURTHI..S
TAMILARASIM

Observes in store

More research

Fear

Overwhelmed

Inadequate

Checks the website

What size is best?

Anxious

Usure who to trust

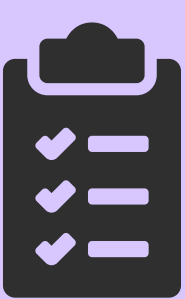
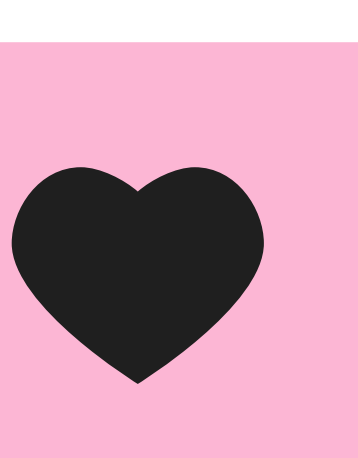
Lists pros/cons

Lists pros/cons

Excited

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?