



Says

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

What do you think?

I was expecting something different

Where should i start?

I want some thing reliable



Thinks

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

I want something awesome

What is best for me?

To many acronyms

Why is this so hard?

M RAJESH
S SAJEESH
A ARIN
C PRADEEP
Short summary of the persona

More research

Compare products

Ask friends

Observes in stores



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?

Fear

Usure whi to trust

Anxious

Excited