



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?



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?

 [See an example](#)

commercial

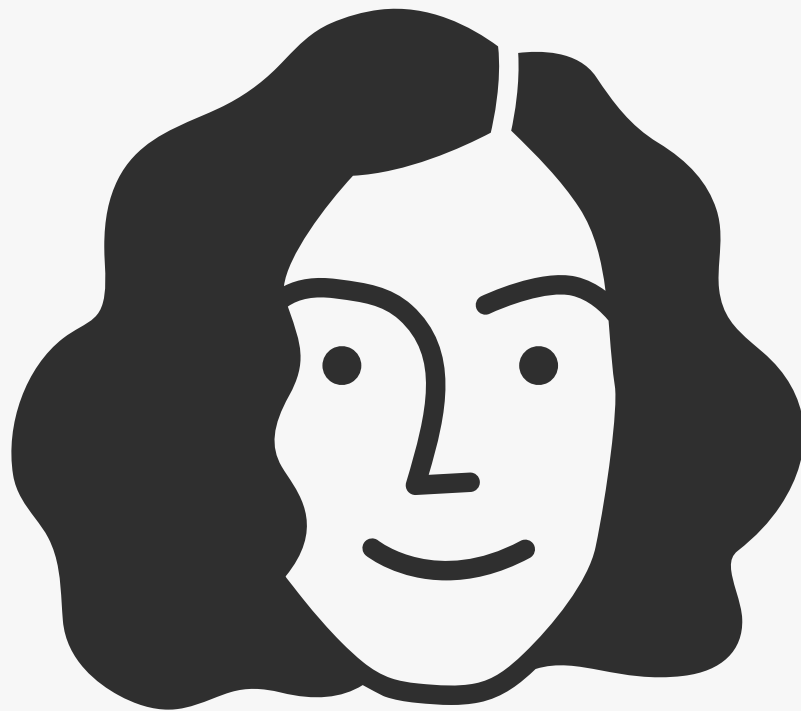
sales for
goods to
retailer

wholesale
businesses

Business
landscape

Gaining
deep
market

Businesses
to thrive
and grow



Persona's name

Short summary of
the persona

Optimize
their
marketing
strategies

improve
product
offerings

to drive
revenue
growth

Data-driven
decision-
making

Indetify
opportunities
for growth by
leaveraging
data analytics

Analyse
customer
spending
behaviour