



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?

I want something interesting

What brand is best

What is the best product

It dose not taste like real milk

How long I have to wait

I want something delicious



D.Sowmiya

Short summary of the persona

Compare prices

Excited

Want vareity

More research

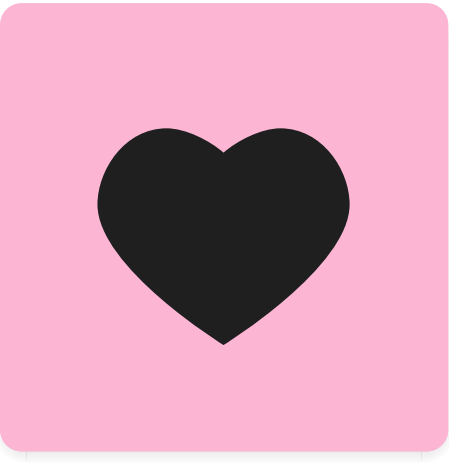
Ask friends

Satisfication



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?