What other thoughts might influence their behavior?



ANALYZING
SPENDING
BEHAVIOUR
CAN REVEAL
CUSTOMER
PREFERENCES

I WANT TO
IDENTIFY
UNTAPPED MARKET
SEGMENTS AND
GROWTH
OPPORTUNITIES

I'M CONCERNED
ABOUT
OVERSPENDING
AND WANT
VALUE FOR MY
MONEY

I WONDER IF
THIS
PRODUCT IS
WORTH THE
PRICE

DATA DRIVEN
INSIGHTS WILL
GUIDE OUR
STRATEGIC
DECISIONS

I PREFER
BUYING HIGH
QUALITY
PRODUCTS
THAT LAST
LONGER

INEED TO
MANAGE MY
BUDGET
BETTER

HOW CAN I
SEGMENT THE
MARKET TO
TARGET SPECIFIC
CUSTOMER
GROUPS

COMPARES
PRICES AND
READS REVIEWS
BEFORE
PURCHASING

FOLLOEWS
BRANDS ON
SOCIAL MEDIA
FOR UPDATES
ON SALES

Short summary of the persona

FRUSTRATION WHEN PRICES SEEM TOO

HIGH

EXCITEMENT
WHEN
FINDING A
GREAT DEAL

ABANDONS
CARTS IF THE
TOTAL COST IS
HIGHER THAN
EXPECTED

ANALYTICAL TOOLS
TO IDENTIFY
TRENDS AND
CORRELATIONS IN
SPENDING
BEHAVIOUR

ANNOYANCE
WITH
COMPLICATED
CHECKOUT
PROCESSES

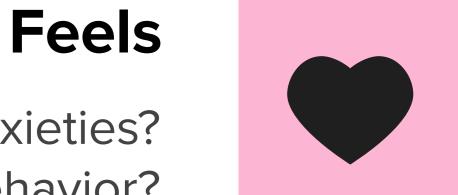
EAGER TO TURN
INSIGHTS INTO
ACTIONABLE
STRATEGIES
FOR GROETH

Does

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



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



Persona's name