



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?

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

I NEED TO
MANAGE MY
BUDGET
BETTER

HOW CAN I
SEGMENT THE
MARKET TO
TARGET SPECIFIC
CUSTOMER
GROUPS



Persona's name

Short summary of
the persona

COMPARES
PRICES AND
READS REVIEWS
BEFORE
PURCHASING

FOLLOEWS
BRANDS ON
SOCIAL MEDIA
FOR UPDATES
ON SALES

FRUSTRATION
WHEN PRICES
SEEM TOO
HIGH

EXCITEMENT
WHEN
FINDING A
GREAT DEAL

ABANDONS
CARTS IF THE
TOTAL COST IS
HIGHER THAN
EXPECTED

UTILIZES
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?



Feels

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