



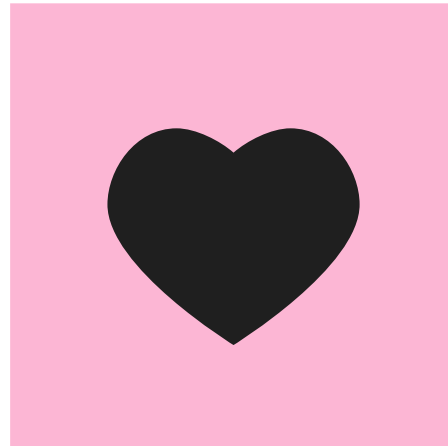
Says

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?



Persona's name

Short summary of the persona

To encompass a wide range of information about market

to realize the unrealized reality about target market

customer surveys,industry reports,comprtetive analysis etc

To benifit both parties, metting your target audience's true needs and wants while simultaneously profiting

To profit the target audiences with new inventions

To improve marketing progress. To analyse profit and loss anually.

Helps to outsmart the competetion in marketing

The best marketing insights help those selling the invention and the companies needing it

To improve the customers satisfaction

Customers will be more entrusted with the profitable business

customers get to know about each stages in their marketing journey

Implementing a market research strategy can be expensive, especially for smaller businesses