



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?

Problem definition

Devolopment of an approach

Research design formulation

Field work are data collection

How customers think essentian insights into he mind of the market

Understanding customer experience

Quantitative and qualitative research percepural foundations

it helps you produce better products and services



Persona's name  
USER

Behavior is encountered when consumer are bying and expensive infrequently product

Variety\_seeing behavior

Dissonance-reducing buying behavior

Habitval buying behavior

The product and services including consumer emotional mental and behavior responses

it can help them to make better decisions about their products and servies

include a summary

spot trends and opportunities in your industry



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?