



Says

What have we heard them say?
What can we imagine them saying?

I like a
branded
object

I want
something
reliable

How long
will it last



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What is best
for me?

I want
something
unique

What else
am i
missing?



Persona's name
Short summary of
the persona

Makes small
decisions

Do more
research
using
google

Enquires
friends about
different
brands

Excited

Anxious

Usure which
to buy



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?