



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?

we need to understand customer spending habbits.

I wonder if there is a hidden market oppertunity we haven't tapped into

Let's review the financial reports for insights.

Are there any trends that could br valuable?

we should consider customer feedback to enhance our strategy.

Are our competitors targetting a different demographic?



Persona's name

Short summary of the persona

Collects and reviews customer feedback.

Conducts market research and data analysis

Collaborates with the team to brainstrom new strategies

useful

Motivated to find cost-effective strategies

satisfaction



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?