



Says

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

What brand
do you like
?

What do
you think ?

What size is
best ?



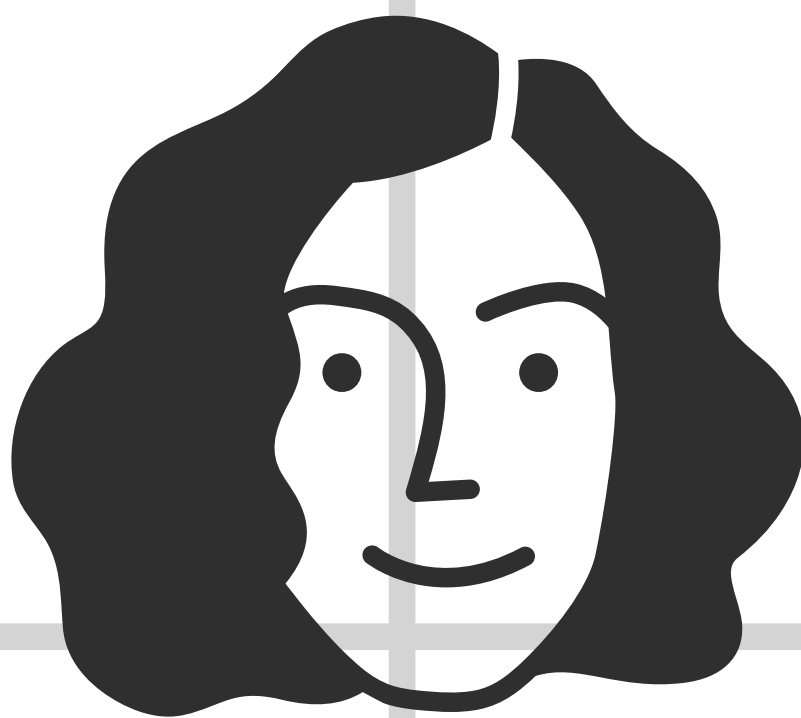
Thinks

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

Why is this
so hard?

What else
am I missing
?

May be this
isn't the
best



Short summary of
the persona

Ask friends

Compares
products

More
research

Fear

Anxious

Excited



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?