



Says

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

i want to try  
out the  
product

i was  
expecting  
something  
different

this is too  
expensive



Thinks

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

wow! this salse  
proess is great

this product seems  
confusing

why should i use the  
product?

is there any customer  
support avallable?



Persona's name

Short summary of  
the persona

ask for a free trail

purchase product

more research

walks away from the  
product

lists positions

this was a waste of  
money

overwhelmed

this was a great  
purchase

excited

anxious



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?