

Says

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

Different

Shapes

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



Collect Information

Card payment

Pays Are Available



Persona's name

Short summary of the persona

free delivery

limited Items

Attractive Colours

Quality

Convinient Customer

Good

Flavour

Different Varities



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?

Elegant
Sweets



