

Unnamed area



Says

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

Honest
quantity
for sweets

Recommended
for good quality
of sweets by
the customer

Recommended
by other
customer



Thinks

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

Online
delivery

E-
commerce

Email
Marketing



Persona's name
Short summary of
the persona

Customer's
satisfaction

Satisfied
for Good
Taste and
quality

satisfied for
Good
package

Affordable
price

Good
quality

Best
service



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?

See an example