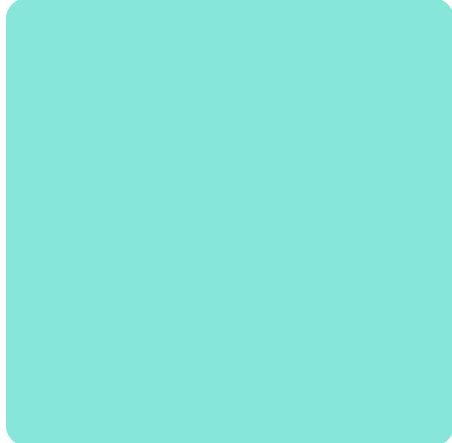




Says

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



I was expecting something different

I want something reliable

What do you think



Thinks

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

why s this so hard?

what else am i missing?

maybe this isn't best



lollop fashion
Short summary of the persona

Checks the web site

Comperes products

Asks frends..

Excited

Over-whelmed

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?