



Says

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



Thinks

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

QUALITY
RAW
MATERIALS

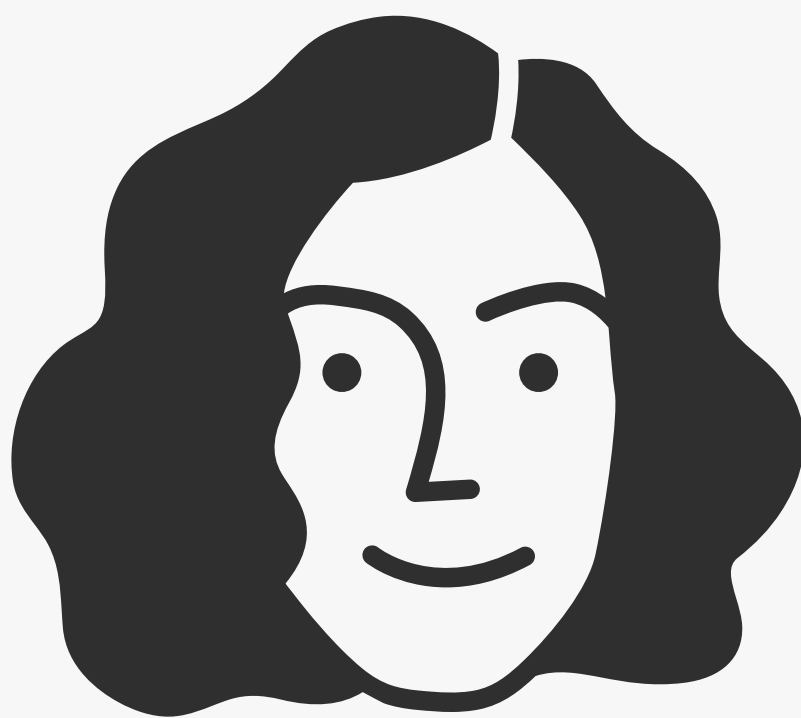
REGULAR
OFFERS

INTERIOR
DESIGN OF
SHOP

CLEANLINESS
OF SHOP

DISCOUNTS
TO IMPROVE
SALES

ATTRACTIVE
PRODUCTS



Persona's name
Short summary of
the persona

CUSTOMERS
SATISFACTION

IMPROVE
THE
QUALITY

FEAR OF
LESS SALES

ATTRACTING
CUSTOMERS

PRODUCT
PRICE

QUALITY
OF
PRODUCTS



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](#)