



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?



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Short summary of
the persona

-word of mouth:Feedback from friends family and colleagues.

-Online reviews and ratings:customer testimonials and opinions.

-Influencers and experts:Recommendations and endorsements.

-Needs and desires:Identifying the customers motivations and aspirations

-Pain points and challenges:Understanding the problems and frustrations they encounter

-Emotional factors:How emotions influence their decision-making process (e.g fear joy excitement

-Conversations:Discussion with friends family or colleagues about products or services

-online interactions:social media comments product reviews and forum discussion

-Purchase decisions:How they select and buy products or services

-Purchase frequency:how often they buy a specific product or service

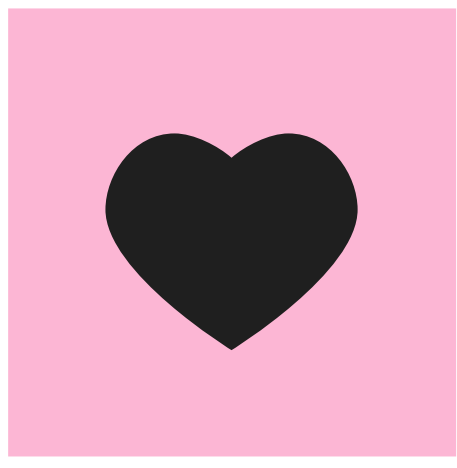
-Brand loyalty:Whether they tend to stick to certain brands or explore new options

-Research habits:How they gather information before making a purchase



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?