



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?



Persona's name

Short summary of the persona

If i need to find something or manage my account ,it should be easy for me to do it myself without having to call

I want something reliable

wants convenience

goal

I was expecting something different

product, market, money, and people

i want something awesome

psychological factors are influences consumers behavior

ability to delegate work to other in your organization so you can increase sales

makes small decisions

increasing job satisfaction

lists pros/ cons, compares products

obstacles, frustrations

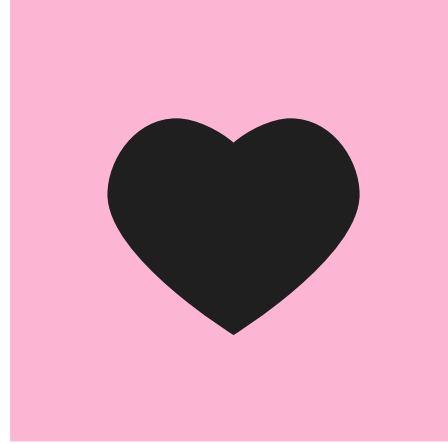
excited, anxious

Inadequate, confused



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?