



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

I like
this
product

I want tell my
friends about
it

I could be
convinced
to buy this
cheaper

I have seen
better quality

This is a waste
of my times



Persona's name
Short summary of
the persona

Price
comparison

Researches
product and
service

Looks for
recommendation

This could be
better

Sad

Excited

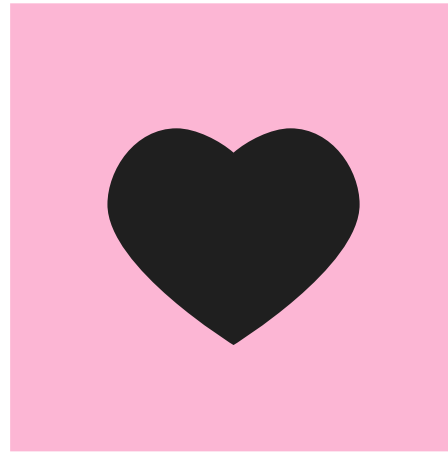
Confused



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



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?