



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?

I Want to tell my friends about it

I like this product

I Want reliability

I Could be convinced to buy this cheaper

This could be better

I have seen better quality

This is a waste of my time

I think this is a scam



komala devi.a

Short summary of the persona

Price coparison

Researches product/ service

Makes a PRO/CON list

Look for recommendation

Confused

Excited

Depressed

Sad

Overwhelmed

Angry



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?