



Says

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

I was
expecting
something
different



Thinks

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

I want
something
awesome

I want
something
reliable

What brand
you like?

Wasting too
much time?

May be this
is not the
best



Dream Home Reality

Short summary of
the persona

Checks the
web site

More
research

Compares
product

Usure who
trust

Excited

Fear



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?