

Says

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

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



Thinks

I was expecting something different

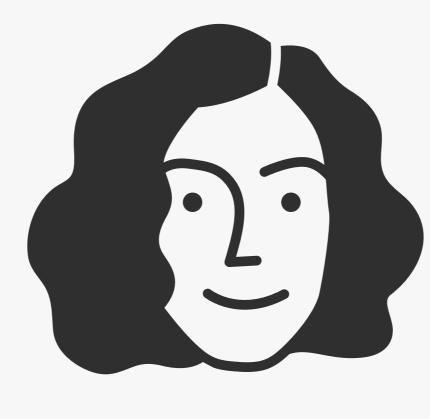
I want something awesome

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 Usure who trust

Excited

Fear

Compares product

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

