



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?

market
needs

time taking

clints
proposals

prefered
sites

correct
steps

strength and
skills



Persona's name
Short summary of
the persona

reserch

unable to
trust

prices and
discount

satisfaction

invest tool in
trade

organize
marketing
train



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?

 [See an example](#)