



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?

Activate a
secret room

Focus on
fulfilling
consumer
needs

Lightweight
and portable

The iphones
main apeal was
the touch screen
which seemed
and unreal and
futuristic

It is easy to
access the
internet
quickly

User friendly
interface



Persona's name

Short summary of
the persona

Revolutionized
communication,
playing games,
watching movies

They are
built to work
faster and
smoother

Price

Iphones
powerful
combination of
gorgeous
image quality

Service
charges

Lack of
availability of
spare parts
everywhere



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?