



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?

what do you think?

What else I am missing?

What size is best?

I want something reallable.

Wasting too much time?

Why is this so hard?



Persona's name
murshitha

Makes small decicions

observes in store

Asks friends

Overwhelmed

Fear

Excited



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?