Says

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

By understanding

what they say,we

can better tailor our

marketting efforts to

address their needs

this can include whether

updates, participate in

eventa or activities

project

they actively engage with

related to the projects or

take any specific actions

that demonstrate their

intrest or involvement.

and preferences.

When we consider what our target audience says ,we are looking at the actions and behaviours they exhibit in relation to the project.

this can include whether they actively engage with project updates share their opinians ,or participate in discussions.

when we consider our target audience does, we are looking at their actions and behaviours in relations to the project.

Understanding what our audience does helps us tailor our marketing strategies to effectively engage and connect with them.

Does

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



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



when we consider what our target audience thinks,we are looking at their thoughts and beliefs about the project.

This includes their perce[tions of the project's value,whether they see it as innovative or necessary, and how they believe it can solve their problems or meet their needs.

Understanding their thoughts helps us shape our marketting message in and positioning to align with their expectations and desires.



Persona's name

Short summary of the persona

when we consider what our targets audience feels,we are looking at their emotions and attitudes towards the projects.

This includes includes whether they are excited, skeptical, or indifferent about the project.

Understanding their feelings helps us create marketting strategies that can emotionally resonate with them ansd address any concerns or motivations they may have .

Feels

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



See an example