



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?



Feels

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



Does

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

See an example



Persona’s name
Short summary of the persona

What are the 4 main ways of assessing market opportunities

What are the 7 basic questions in market research

What do you gather and analyze to understand behaviour and trends in the market

What are the questions raised in market analysis

How can businesses use market analysis to identify potential market growth opportunities

What are three things which marketing research helps to determine?

What is the important of market research in identifying and evaluating business ideas and opportunities

What kind of questions should be asked when conducting market research