



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?

CRITICAL  
THINKING

DOMAIN  
KNOWLEDGE

RESEARCH

CUSTOMER  
PREFERENCES

ECONOMIC  
RAMIFICATIONS

SOCIETAL  
CHANGES



Short summary of  
the persona

SMART  
PHONE

IMPROVED  
COMMUNICATION

CAPTURING

FUNDAMENTAL  
PSYCHOLOGICAL

SOCIOCULTURAL  
CONSUMER  
BEHAVIORS

ENVIRONMENTAL  
SCAN



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](#)