



**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?

VALENT  
RADU

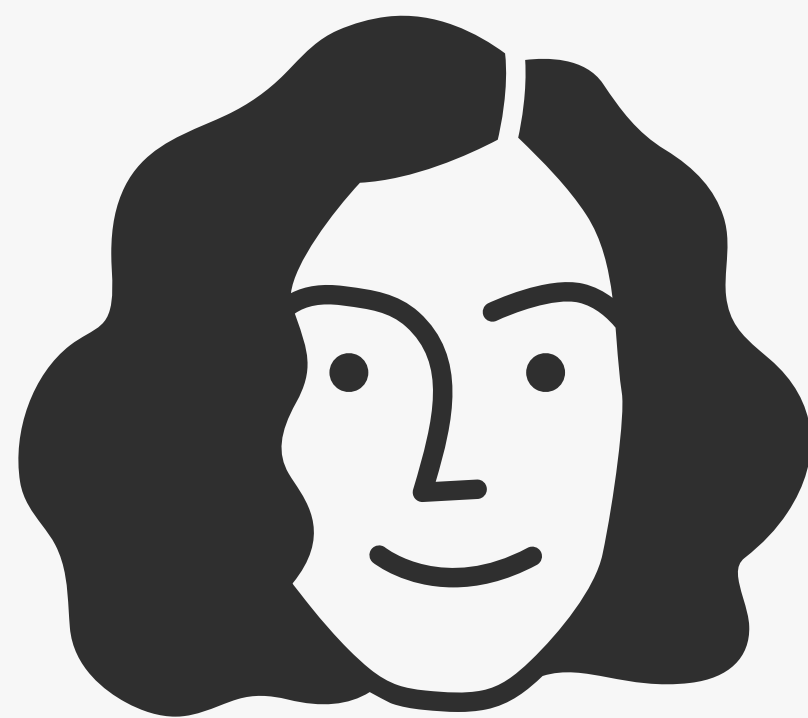
CLV  
REVOLUTION

CUSTOMER  
RELATIONS

DIRECT  
COMPETITOR

PURCHASEN  
SITUATION

CONSUMER  
SEGMENTATION



**Persona's name**  
Short summary of  
the persona

BUSINESS

COMPREHENSIVE

OPTIMISE

SUBJECTIVE  
RESPONSE

UNDERSTANDING

CUSTOMER  
EXPERIANCE



**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?