



Says

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

"I prefer to spend my money on products/ services that align with my values."

I enjoy exploring new products that my friends recommend."

"Price is important, but I'm willing to pay more for quality."

"I often compare prices and read reviews before making a purchase."

Thinks

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



"Will this purchase improve my life in some way?"

"I want to feel confident about my purchase decisions."

"I wonder if there are hidden costs or additional fees."



Persona's name  
Short summary of the persona

Compares prices and reviews across different platforms.

Researches online before making a purchase.

Shares my shopping experiences and recommendations on social media.

Excited about finding a great deal or a unique product.

Anxious about making the wrong choice and wasting money.

Frustrated by unclear pricing or complicated checkout processes.

Proud when I find a product that reflects my personal style.



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?

