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

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

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

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

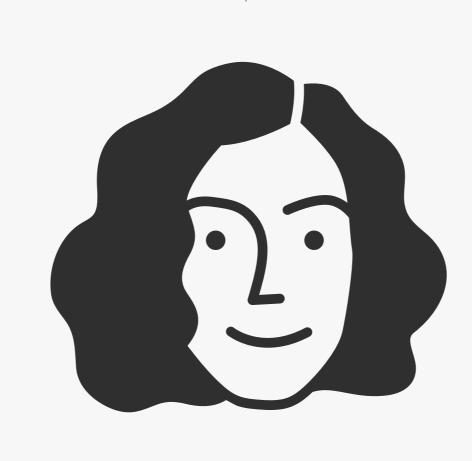
"Will this purchase improve my life in some way?"

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

I enjoy exploring new products that my friends recommend."

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

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



Persona's name

Short summary of the persona

Researches online before making a purchase.

Compares prices and reviews across different platforms.

> 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.

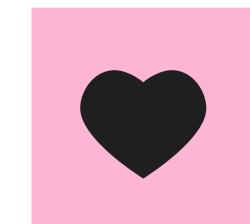
Proud when I find a product that reflects my personal style.

Does

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



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



Feels

