



Says

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

what do your
personas say about
their spending
behaviour?
Quotes,phrases,or
statements they
might make.



Thinks

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

what goes on in
their minds related
to spending?Their
thoughts
concerns,or
aspirations



what actions or
behaviour are
associated with their
spending habits?
what steps do they
take?



Does

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

understand their
emotional state
while
spending.are they
happy,anxious,or
indifferent?



Feels

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