



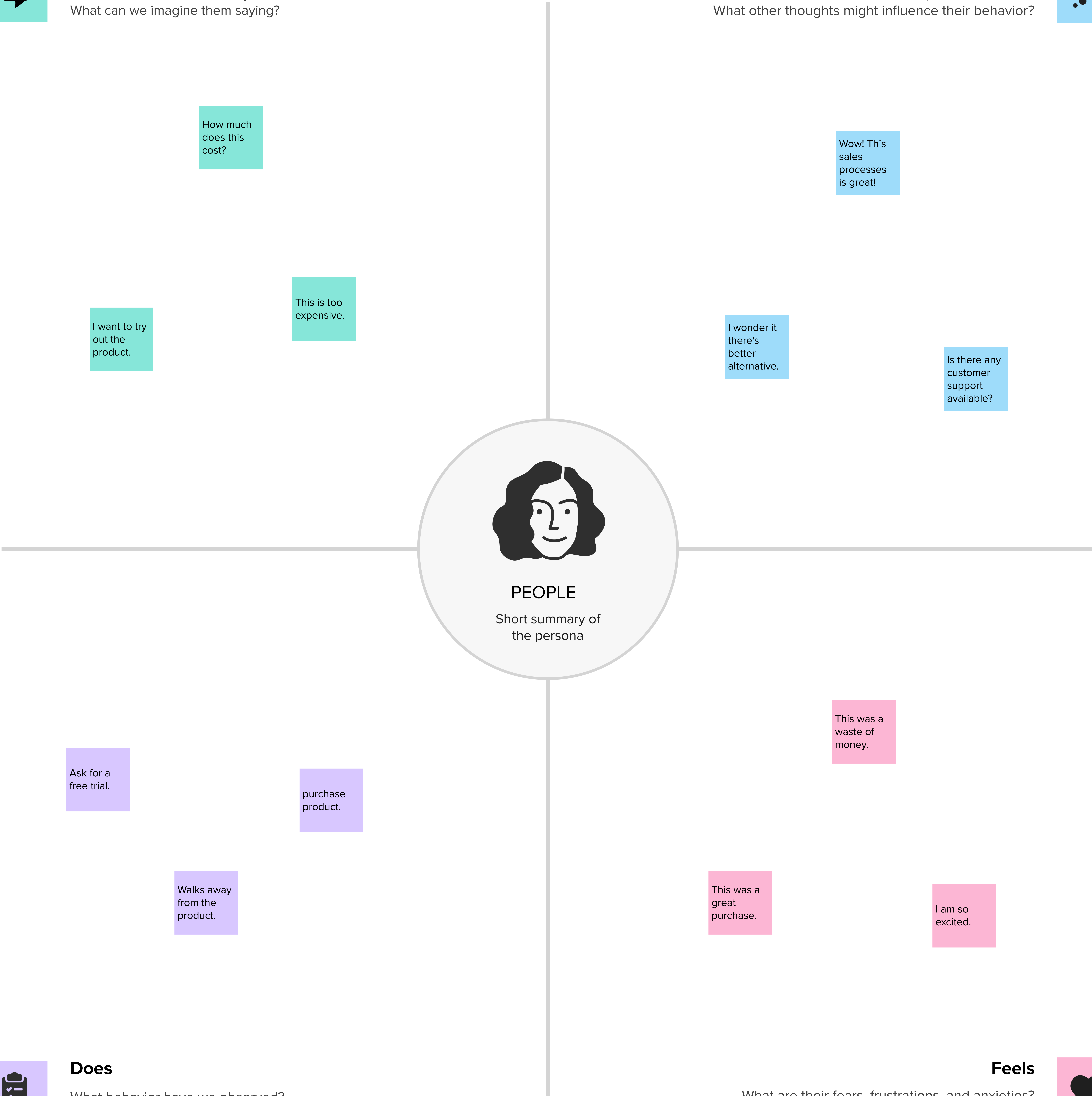
Says

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?



How much does this cost?

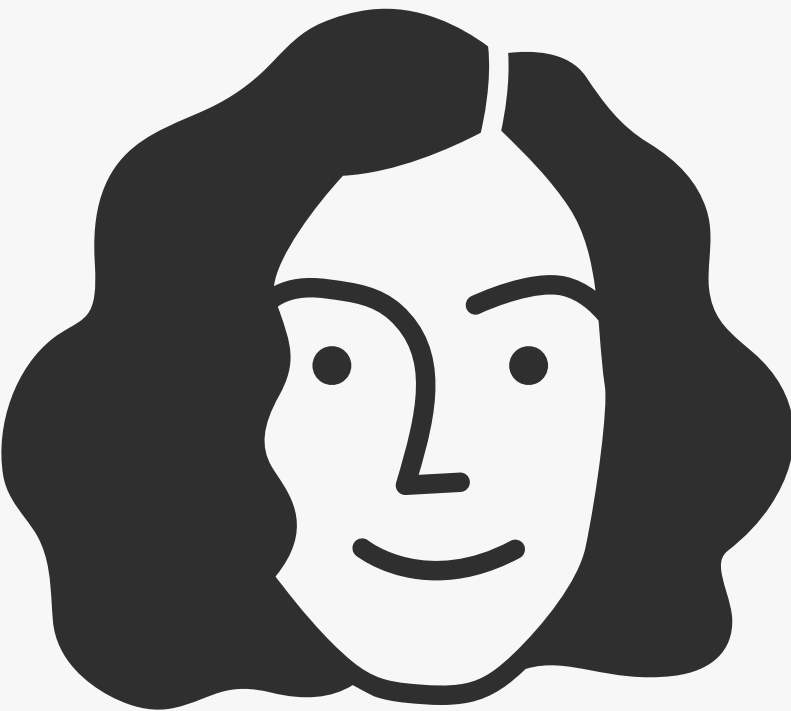
Wow! This sales processes is great!

I want to try out the product.

This is too expensive.

I wonder if there's better alternative.

Is there any customer support available?



PEOPLE

Short summary of the persona

Ask for a free trial.

purchase product.

This was a waste of money.

Walks away from the product.

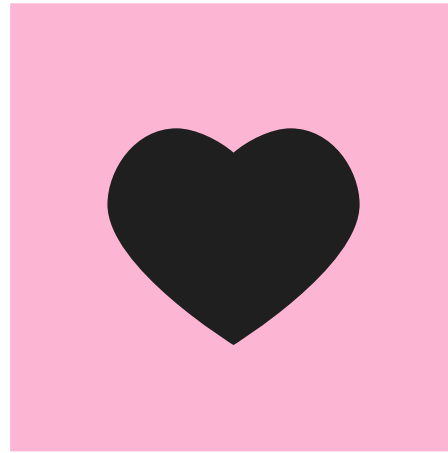
This was a great purchase.

I am so excited.



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?