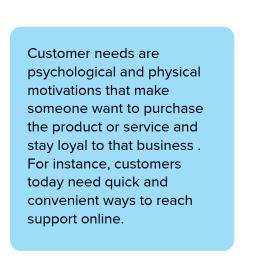
Says What have we heard them say? What can we imagine them saying? Better understand the characteristics and preference of your customers Market research can It helps determine the suitability and sustainability of products in a particular market help you gauge attitude towards the product once it's in the market and adapt your messaging as it rolls out Persona's name Short summary of the persona Determine your purpose. Research Understand your audience, Research the industry. Consider market age, location and how they interact with brands. Know size, value, demands and needs. how you stack up against competitors. Examine your strengths and weakness and identify opportunities and threats. Does What behavior have we observed?

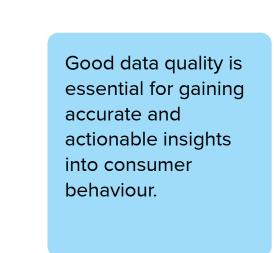
What can we imagine them doing?

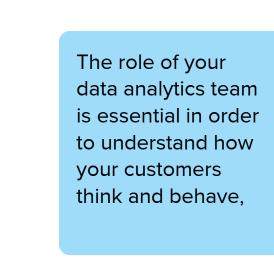
Thinks

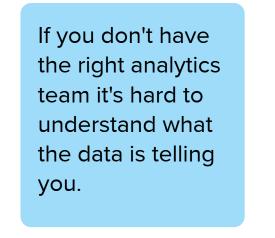
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?













See an example





