



Says

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

I was  
expecting  
something  
different

Where  
should I  
start?

What do  
you think?



Thinks

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

Attractive

Affordable  
price

Quality  
products



Persona's name

Short summary of  
the persona

Satisfaction

Needs  
measure of  
success  
goals

Excited

More  
research

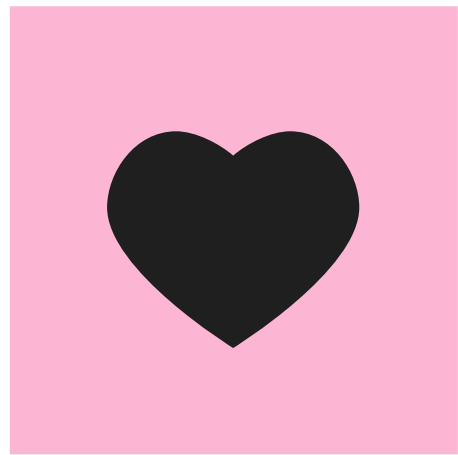
Make good  
decisions

Make  
budgets



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?