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?

why is this so hard?

I was expecting something different.

I want something reliable

what you

think?

What else am I missing?

Wasting too much time?



Persona's name

Short summary of the persona

Checks the web-site.

Lists pros/ cons

Compares products

Overwhelmed

Usure who to trust

Anxious

**Feels** 



Does

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





