



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 it will
useful to
our
business

Is there any
customer
support
available

How much
does this
cost

Do you
have any
deals

Why would
use this
product

How do i
get started



Bright ideas consulting
Short summary of
the persona

Ask for free
deals

List pros
and cons

This was
great
purchase

Ask
colleges
about this
product

Trust of
salesman

Satisfied



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?

See an example