



Says

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

i was  
expecting  
something  
different

what do you  
think ?

i want  
something  
reliable



Thinks

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

what else  
am i  
missing

may be  
this isn't  
the best

what is  
best for  
me

Thangeswari

Short summary of  
the persona

postpones  
big  
decision

makes  
small  
decisions

observes in  
store

fear over  
whelmed

usure  
who to  
trust

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?