



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?



Persona's name
Short summary of the persona

Social Media Monitoring:
Analyzing social media posts and comments to understand public sentiment and opinions about different products and services.

Customer Surveys:
Conducting surveys to gather direct feedback from customers about their spending habits and preferences.

Customer Reviews:
Examining online reviews and ratings to identify common themes and areas of concern for customers.

Purchase Motivations:
Understanding the psychological factors that drive consumers to make purchasing decisions.

Decision-Making Process:
Analyzing the steps consumers take before making a purchase, including research, consideration, and comparison.

Price Sensitivity:
Examining how consumers perceive pricing and discounts, and how it influences their buying behavior.

Purchase Analysis:
Tracking actual purchases to identify patterns, such as peak buying times, popular products, and average transaction values.

Cross-Selling and Upselling:
Implementing strategies to encourage customers to buy related or higher-value products.

A/B Testing:
Conducting experiments with different marketing strategies to assess their impact on consumer spending.

Emotional Triggers:
Identifying emotions like joy, fear, or nostalgia that can influence consumer buying decisions.

Customer Satisfaction:
Monitoring customer satisfaction levels and how they correlate with spending behavior.

Trust and Reputation:
Understanding how consumer trust in a brand or product affects their willingness to spend.



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?