

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?



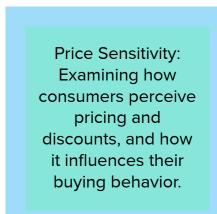
. Customer Surveys:
Conducting surveys
to gather direct
feedback from
customers about their
spending habits and
preferences.

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

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



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





Persona's name

Short summary of the persona

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

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



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





A/B Testing:

Conducting

experiments with

different marketing

strategies to assess

their impact on



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



See an example



