



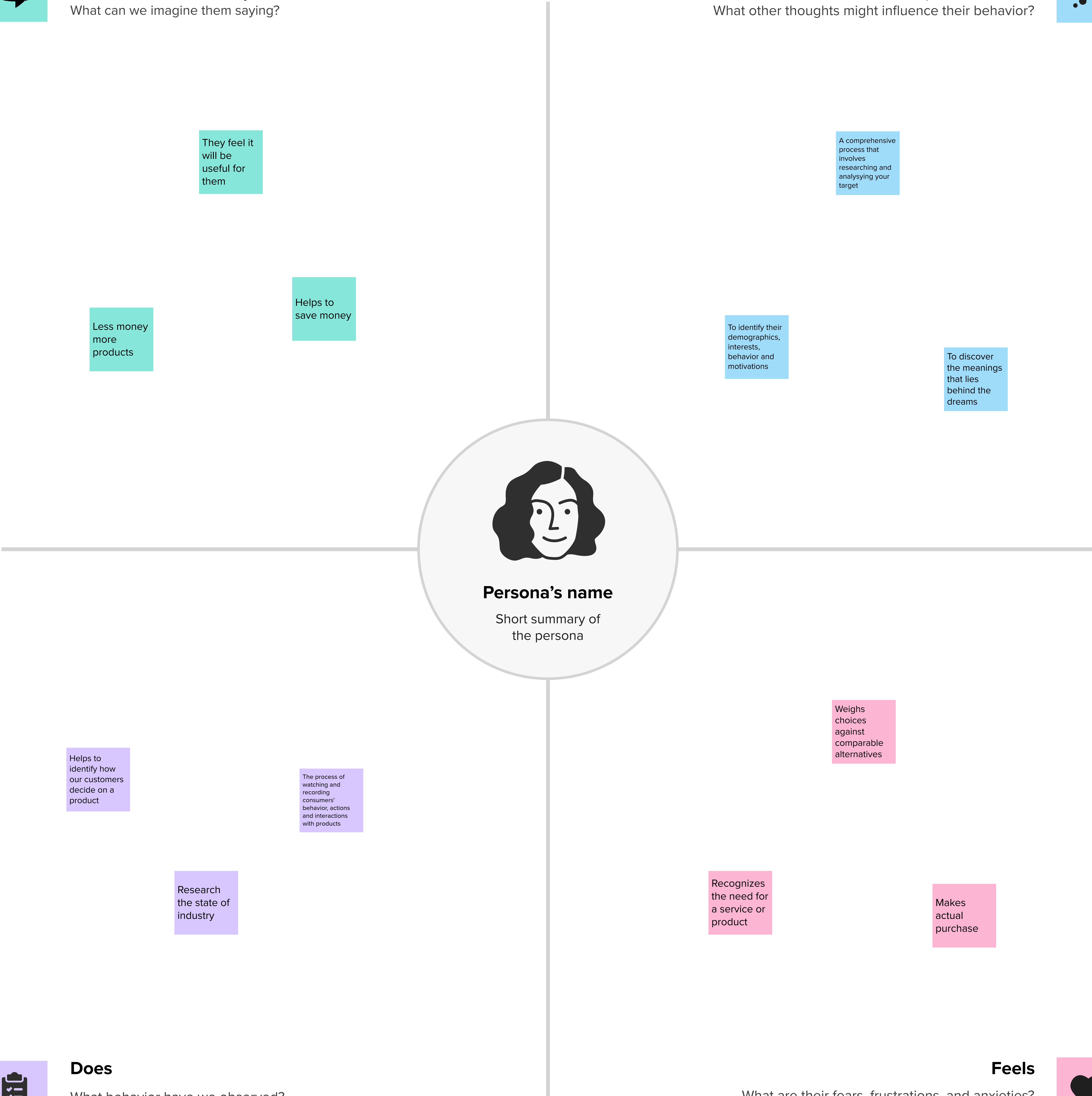
Says

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?



They feel it will be useful for them

A comprehensive process that involves researching and analysing your target

Less money more products

Helps to save money

To identify their demographics, interests, behavior and motivations

To discover the meanings that lies behind the dreams



Persona's name  
Short summary of the persona

Helps to identify how our customers decide on a product

The process of watching and recording consumers' behavior, actions and interactions with products

Research the state of industry

Weighs choices against comparable alternatives

Recognizes the need for a service or product

Makes actual purchase



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](#)