



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 do we  
start the  
marketting?

Which is the  
best field in  
Marketting?

Which  
Problems  
may arise?

How many  
fields are in  
Marketing?

Which is the  
correct  
place to start  
marketting

Choosing  
the best  
product



Market Insights

Short summary of  
the persona

Discuss with  
friends and  
family

Decide  
which  
Marketing is  
best for us

More  
research  
about  
Marketting

Excited

Fear

Interest



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?