

Says

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

l'm looking for something reliable

where should look for?

what size would best suit me?

what are the most popular brands?

lists pros & cons

Poes more research

Make small decisions

compare
product



Does

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

Thinks

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



Shouldn't this be easier?

I want something awesome

wasting too much time?

they probably think I don't know

Excited & Fear

unsure whom to trust

Anxious

Over-Whelmed

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



See an example

Persona's name

Short summary of

the persona