



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?

income, wealth,
financial
goals,the
economy,cultural
norms and
marketing

your spending
behavior is how
you regularly,
almost
automatically use
your money. Of
course, inherent in

disbursing money
in response to an
action, an
environment, or a
person to satisfy
needs and wants

it converts
raw data
into usable
information

it provides a clear
view of where
the money is
going, unveiling
potential areas of
savings

growing a
company is not just
about expanding
existing services
and or product
offerings.

the initiatives done
to expand business
prospects and
improve an
organisation overall
performance

financial
performance,
manufacturing
efficiency,customer
complains

the market
development aps to
new marketsproach
involoves selling
your existing
product

Building and
sustaining
connections with
clients and
partners.

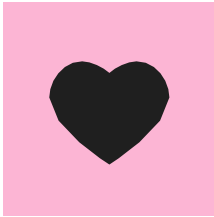
Between needs and
availability of the
productor service in
the marketing into
the market,
analysing the gap.

businesses can
determine how
best to market
their products
and services



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



Persona’s name

Short summary of
the persona