

Persona name

'Persona quote that reflects their key goal'

Place persona image here



Key goals

- Point 1
- Point 2
- Point 3
- Point 4



We must

- Point 1
- Point 2
- Point 3
- Point 4



Behaviours

- Point 1
- Point 2
- Point 3
- Point 4



We must never

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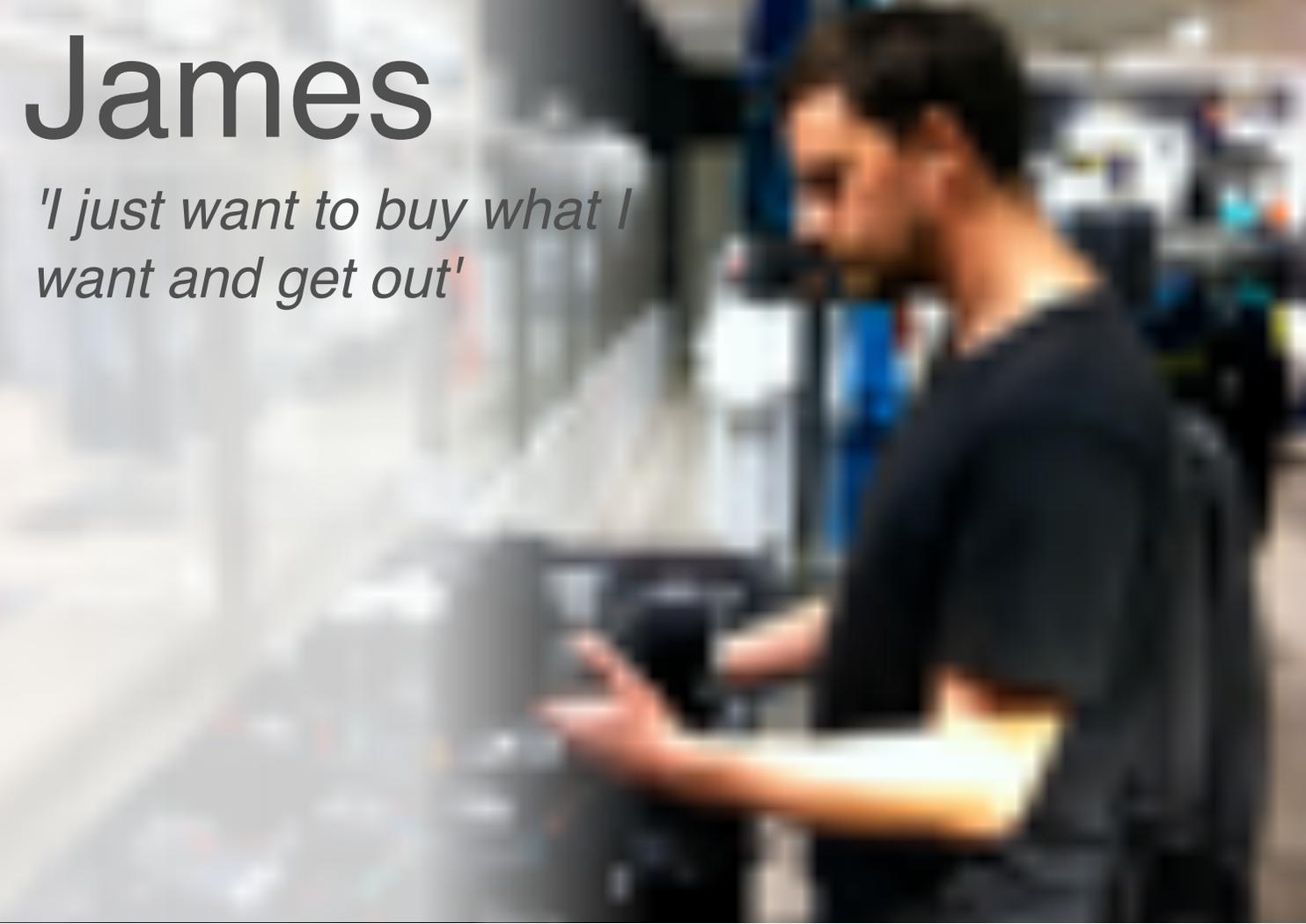


We must never

- Point 1
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James

'I just want to buy what I want and get out'



Key goals

- Knows what he wants to buy
- Avoid spending time browsing
- Get something balanced between price and quality (look is not important)



We must

- Clearly show key features
- Provide easy comparison between products
- Show him relevant offers



Behaviours

- Gets bored shopping quickly
- Wants tried and tested products
- Happy to let others do the thinking for him
- Easily influenced by discounts



We must never

- Don't focus on fluffy product descriptions
- Don't overwhelm him with choice