



Think and Feel

Hear

What do they dream of?
What frustrates them?
What motivates them?
What makes them feel bad? And good?

See

Which social network do they use?
Who are their influencers?
Where they learn and read?
How do they socialize?
What influences them?

Draw your client

How do they contact with their surrounding?
What kind of programs do they see?
Do they watch tv, movies or series?

Say and Do

What kind of gadgets do they use?
How are they?
What are they talking about?

Gain

What is "success" for them?
How do they measure success?
Which are their desires?

Pain

What are their frustrations?
What are their fears?