

## 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?



provide Useful

Determinig Problems

Exceptional

Lead a Better

Unique Ways

Possible Solution

Persona's name

Short summary of the persona

Fascinating

Managing Time

Maintaing Clients Expectation

Delightful

Very Impressive

Managing Cost

Does

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

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?



