



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?



Persona's name
Short summary of the persona

I really like that feature

I was expecting something different

I want something reliable

This pop-up is distracting

Is this really worth it

I want something awseome

Make decisions

Saves work and shares with others

Completes processes

Focus

Hope

Excited



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](#)