



Says

What have we heard them say?
What can we imagine them saying?

i want
something
reliable

i expecting
something
different

i need
something
fast



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

this process
take way
few long

the ads on
the page are
distraction

there is not
enough info
on the
website



Persona's name

Short summary of
the persona

refreshes
page several
times

the user opened
up a new
window to look
for additional
information

searches for
back button
frequently

pages load
too slowly

overwhelmed
too many
decision too
make

i wonder if this
indicative of
the quality of
the product



Does

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

[See an example](#)



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Brainstorm & idea prioritization

Use the template if you are brainstorming ideas or prioritizing ideas. It can be used for individual and group brainstorming and idea prioritization. It can be used in a variety of ways, including as a workshop activity.

- 1. Brainstorming
- 2. Idea prioritization
- 3. Workshop activity



What you will achieve
You will be able to generate ideas for your business and prioritize them. You will also be able to identify the most important ideas and develop a plan of action.

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2. Idea prioritization
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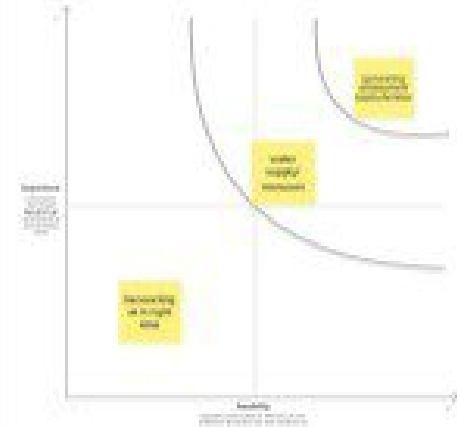
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What you will achieve

