



Says

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

updating  
ourselves

easy to  
accomplish

technology  
features  
are  
important to  
me

i want to  
able to work  
more  
quickly



Thinks

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

wasting too  
much of  
their time

too many  
unused  
words and  
acroynms

taking  
advantage



Short summary of  
the persona



Does

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

saves and  
shares work  
with  
otherseasy

complete  
processes

makes  
decision



Feels

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

uncertain

excited

overwhelmed