

Says

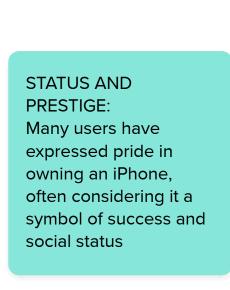
What have we heard them say?
What can we imagine them saying?

Thinks

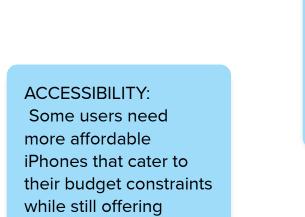
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





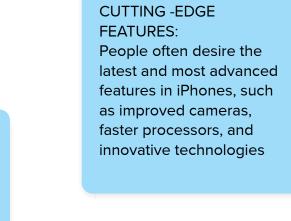


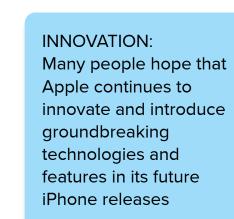




essential features and

performance.





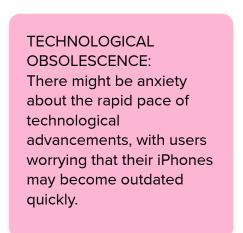


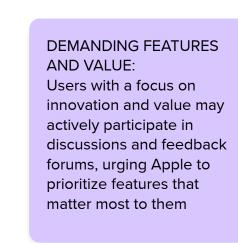
Persona's name

Short summary of the persona













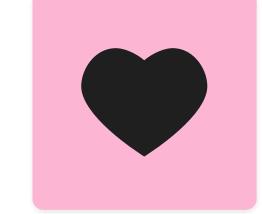


Does

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?



Feels

