



Says

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

Telegram

Google

What app



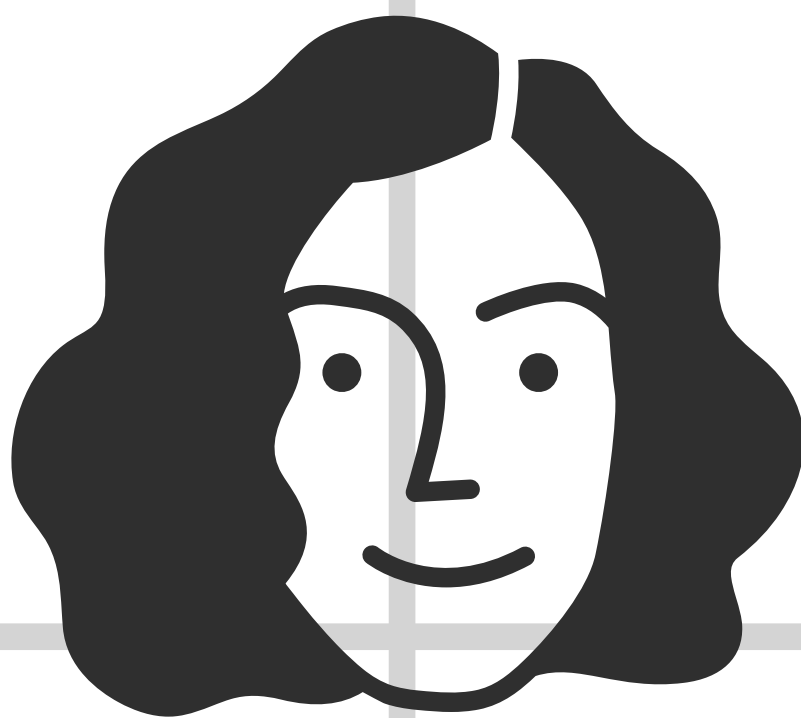
Thinks

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

Flipkart

Meesho

Instagram



Persona’s name

Short summary of
the persona
D.GOWSALYA

Chrome

Inshot

Gallery

Internet

YouTube



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?