



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?

This was
easier to
use

The ads on
the page
are
distracting

I like that it
stored my
profile

If i need to find
something it
should be
easy for me to
do it myself

I'm not sure
what to do
next

There's not
enough info
on the
website



SRIPRIYA

Short summary of
the persona

ompare
products

hecks the
website

Makes small
decisions to
take more
research

Frustrated

Annoyed

Motivated



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?