



Says

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

Very
Attractive

The
Content is
Crispy

Short and
Sweet



Thinks

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

No need of
too much of
information

Color
should be
bright

Catching
Phrases



Persona's name
Short summary of
the persona

Impress the
people

Logo
speaks the
price of
the concern

Logo is an
identity

The logo
should be
simple but
clear

Not dull
colors
should be
chosen

There should
not be any
emotion in
the logo



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?