Untitled mural   View only

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?

Which product is good for health

What do you think you

Where should I start?

It is necessary?

What are the benefits?

Persona's name
Short summary of
the persona

Drink water

Every day walks to work

Communicates with patients

Satisfaction

Joyful

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?

See an example