

## 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?

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way to craete

business card



select

choose business card applyu all filters and effects

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to
understand

Persona's name

Short summary of the persona

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card design

many subject are therusioness e in b

it has many templates are there

it includes all features

it feels very comfortable

easy way to usew

## 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?



