



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?

customer was  
expecting  
something  
different

Determine  
best size as  
per

Customer  
requires  
something  
reliable

Product  
Usability is  
Hard

Analyzing  
Time  
Wastage

Features  
Missing



**Persona's name**  
Short summary of  
the persona

customer  
observations

Conduct  
Research

Enquire with  
Friends

Excited

Inadequate

Anxious



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?