



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?



Persona's name
Short summary of the persona

I will choose nutrients wisely

I will be more active

My body can handle it

How can I get an appointment

What if there are more bills pay

Can I afford healthy food

Check her weight daily

Goes of a walk every otherday

To maintain health condition

Confused

Fear

Lonely



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?