



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



Persona's name

Short summary of the persona

basic  
facility

Better  
environment

perfect  
transportation

avoid  
over  
paying

oppourtunity  
to negotiate

correct  
information

Neighborhood

Amenities

proximity  
to  
community

How to  
trust  
owner

Trustworthy  
source

Noisy  
Environment