



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?



USER

Short summary of the persona



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?

what
size is
best?

how long
i have to
wait

what do
you
think?

why is
this so
hard?

what else
am i
missing

what is
best for
me?

make
calls

more
research

asks
friends

motivated

excited

satisfaction