



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?

I was
expecting
something
different

Doesn't
want
frozen food

Where
should I
start

I like this
product

What this
dish look
like

I want
something
awesome



Persona's name
Short summary of
the persona

Lists pros
and cons

Excited

Compares
products

Checks
the web
site

Tasty

Must be
little more
better



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?