



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?



Person's name

Short summary of
the persona



Does

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

[See an example](#)



Feels

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

Every contact
interaction

Use word
associates

What
words
feel like