



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?

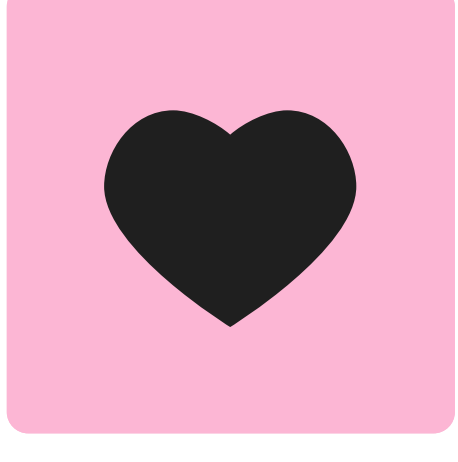


Persona's name
Short summary of the persona



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?

mural is
very safety

mural is
very usefull
in
customer

want
convenance

i want
more about
this

bank
account is
a personal
account

need to
function



bank
account
transaction
very must

make loans

bank
received
interest

impatient

very nice

