



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'm not
Expecting
miracles

I'd like to
hear what
others
experienced

Is it my
fault

I'm
determined
to
understand
my body

Please don't
lecture me

Diagnosed a
week ago
with T2

Will I be
diabetic
forever

I don't know
whereto
start



Bhuvaneshwari.R
Short summary of
the persona

Starts a
food diary

Shares
experience
on forums

Part of a
community

In shock at
the
diagnosis

Buys blood
testing
equipment

Pays for
membership
to a website

Defensive

Some of the
symptoms of
diabetes



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?