



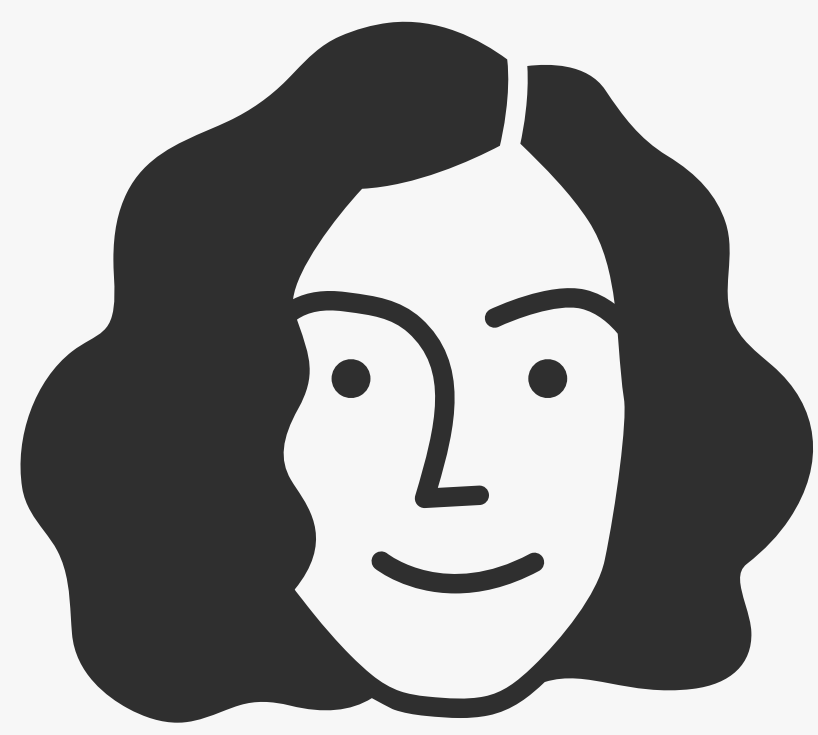
Says

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?

See an example

increase
your visting
card quality

cannot
visible font
size

content
want to
clear

visiting card
colour want
attract

there are some
standarad sizes
for bussiness
cards

cards come handly
t promote business
during a trade fair,
seminar, or a
bussiness meeting.

visitation dreams
may happen
during times of
heightened
anxiety or due to
a type of stress.

selecting for
bussiness
card logo to
impress

great for
contact
managment

store the
information
conveniently

ttthey fear in
business
card
misbehave.

business cards
it will help to
rech, pouplar
to help in
business

they feel
joys