



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

what is the best for

i want something awesome

my work is always special

overwhelmed

unsure who to trust

calling card, card, call card, carte devisits and visiting card.

a business card typically included the giver name, company or business and contained information such as street address, is lephone a number, email addresses and website

networking events, meetings with clints and contacts

more research

asks friends

check the sebsite



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?