



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?

Easy to
understand

Immediate
understanding

Easy to
digest

Attractive

Catching
phrases

Short and
crisp

Suitable
graphics

Easy to
convey

Not much
more
complicated

Arranging
the
information

To impress
ten
audience

Collecting
the things
property