



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

Easy communication

Awarness of the information

Make the people trust them

To promote their company

Make the people think about their information

Easy to understand

Quickness

Truthfulness

Loyalty

Putting the limited info

Credibility

Technological updates



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?