

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?

Delve into

aspirations.

and

their thoughts



List what the user typically says about their interests or pain points.

I struggle to find time forworkouts

For instance, they might say

case, they might be thinking

I want to be fit but

be fit but need motivation



Persona's name

Short summary of the persona

Explore their emotions related to the topic.

Describe their action or behaviors.

workouts
due to
back of
motivation.

For instance, they may currently skip

About their fitness journey

They might feel frustrated



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?

