



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?

Specify the
business
problem

Social or
business
impact

Business
requirements

Literature
survey

Collect the
dataset

Connect
dataset
tableau



Persona's name
Short summary of
the persona

Prepare
the data and
visualisation

Financial
prosperity

No of
calculation
fields

Utilisation
of data
filters

Learning
and growth
prosperity

Internal
process
perspective



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