



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)



Persona's name

Short summary of the persona

I WAS
EXPECTING
SOMETHING
DIFFERENT

I want
something

What is best
for us

Wasting too
much time

WHERE DO
YOU THINK

WHAT TYPE
OF
BUSSINESSS
YOU LIKE

Fear

Excited

Anxious

More
research

make

Check
internet

Type your paragraph...