Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What words or phrases them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Does

What conversation our noticed?
What can we imagine them doing?

Feels

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