



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?

Financial
Perspective

Business
Impact

Customer
Perspective

Internal
Process
Perspective

Improved
employee
engagement

Enhanced
decision-
making



Persona’s name
Short summary of the persona

Business
requirements

Literature
Survey

Data
Preparation

Technical
Architecture

Data
Collection

Data
Visualization



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?