



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?

How can I
do this?

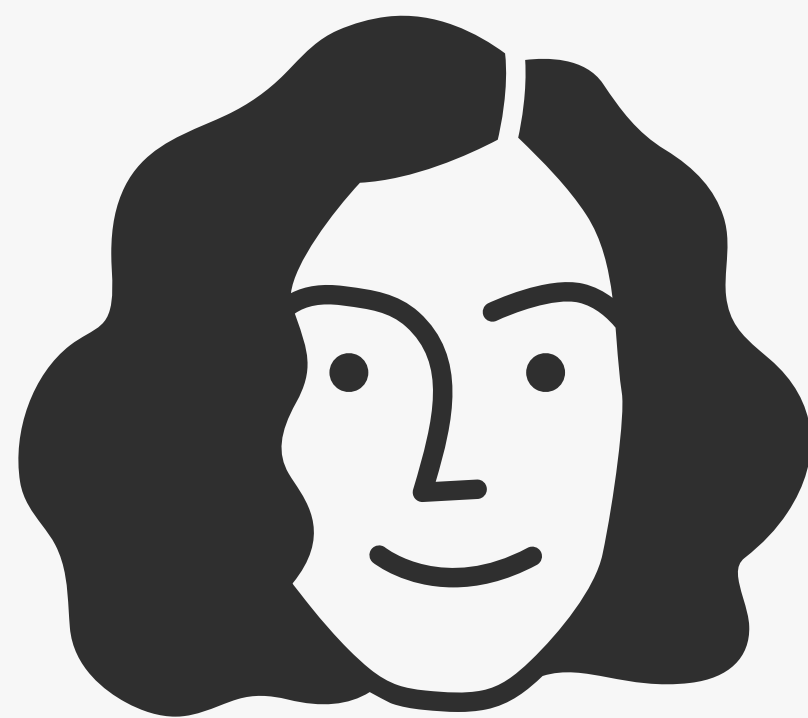
which
product is
good for
health?

what are
the
benefits?

where
should I
start?

what do
you think?

Is it
necessary?



Persona's name
Short summary of
the persona



satisfaction

joyful

patient

Drink water
everyday

walks to
work

Communicates
with patients



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?