

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?

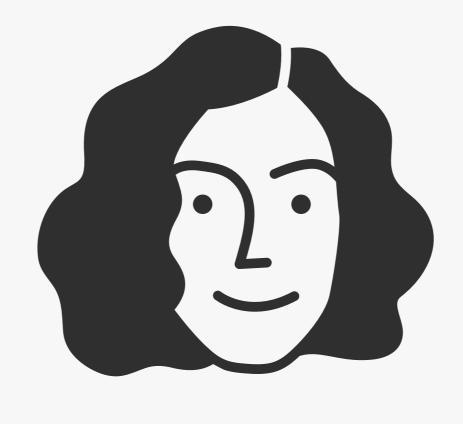


where shoud I start

is it quality

i wantsomethingawesome

budget friendly what else am i missing?



Persona's name

Short summary of the persona

comparision

ask friends

fear

is it fit for me

who to trust?

Does

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

list pros/

cons

Feels

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



