



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?

i was  
expeting  
somthing  
different

what do you  
thing?

where  
should i  
start?

what brand  
do you like?

what size is  
best?

i want  
something  
reliable

why is this  
hard?

what else  
am i  
missing?

do they  
thingi'm  
stupid?

i want  
somthing  
awesome

what is best  
for me?

too many  
acronyms

wasting too  
much time?

maybe this  
isn't the  
best



Persona's name

Short summary of  
the persona

checks the  
website

makes small  
decisions

more  
research

lists pros/  
cons

compares  
products

postpones  
big  
decisions

observes in  
store

asks friends

over  
whelmed

excited

usure who  
to trust

fear

inadequate



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?