



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?

What size is best?

What is best for me?

Where should i start?

What brand do you like?

Too many acronyms

I want something awesome



Persona's name
Short summary of the persona

Fear

Asks friends

Makes small decisions

Excited

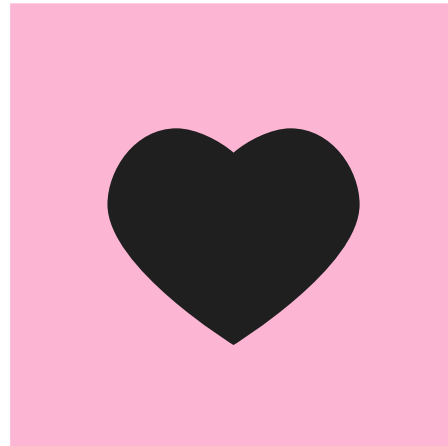
Anxious

Observes in store



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?