



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?

poor
planning


communication
problems

roles and
responsibilities

space
limitations

need to
hire new
employees

lack of
proper
system



Persona's name
Short summary of
the persona

financial
challenges

outdated
practices

promoted
to new
managers

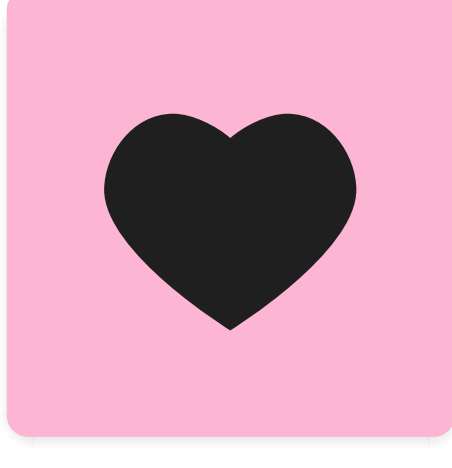
all hands
meeting

physical
space

poor
customers
service



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?

[See an example](#)