



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?



Persona's name  
Short summary of the persona

Food  
warehousin  
g

Prepare to  
serve the  
foods

Decorating  
the foods

Satisfaction

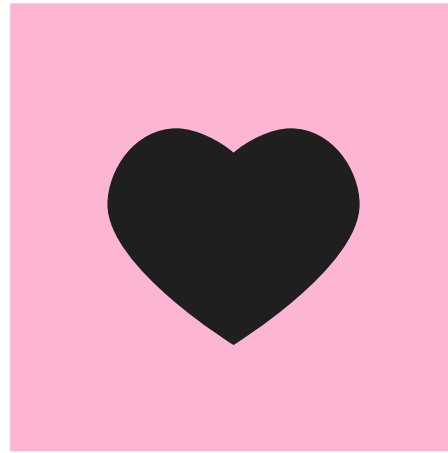
Feels better

Excited to  
consume



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?