



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

Great amenities

Excellent service

Expert navigatioin

Roaming drivers

Cheaper

Travel anytime

Expand public space

Fair behavior

Social attention

Safety

Comfort

Late night travel



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?