



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?

To collect  
user  
information to  
understand  
the customer

I want  
something  
different  
shapes of  
sweets



Keerthi Sweets  
Short summary of  
the persona

Pickup a  
limited item  
at a time

I feel that the  
sweet shop  
will succeed



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?