

Says

What have we heard them say?
What can we imagine them saying?

set up yor
account

mural is
very useful

very quick

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



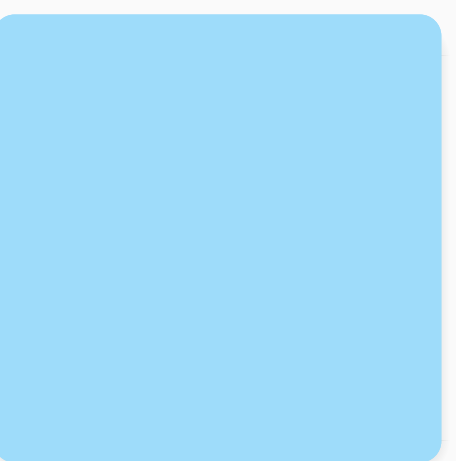
first simpe
method for
set the
account

provide more
development



Persona's name

Short summary of
the persona



entering
your
personal
informations

head into
the setting

bad
information
provide

feel really
good

very
greatful
useful

set very
easily



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