



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
Ordering food
Group 2
G.hariyet vincy
L.heleena carlcia
S.arokia subiksha
S.janani

Need two
burger.

Can I get
any offer.

I need it
asap.

I hope
delivery boy
arrives
quickly.

I hope he
may find
some short
route.

It's hungry.

Search
nearby
restaurants.

Rating the
delivery boy
after oder.

Checking
the location
of delivery
boy.

Got relief
when oder
placed.

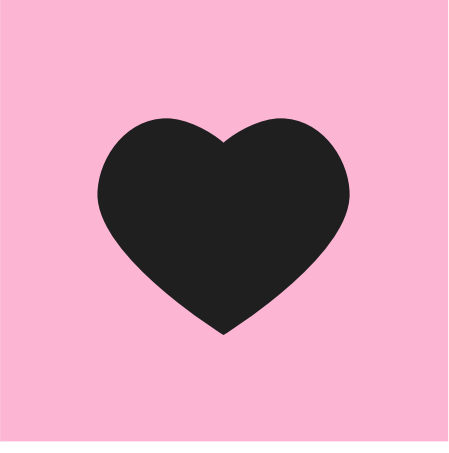
Curiosity to
taste it .

Exitement
on when it
reaches
hand.



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?