



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?

Customer
personal

What they
think and
feel

What they
hear

What they
see

What they
see and do

Pains and
gains



Persona's name
Short summary of
the persona

Goals and
challenges

Influence

Environment

Reference

Context

Jobs to be
done



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?